



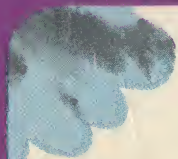
Behavioral Science Book Service

Front and Brown Streets
Riverside, New Jersey 08075

Address Correction Requested



IMPORTANT:
DATED
MATERIALS
ENCLOSED



The Main Dual Selection

Personality at Preadolescence/Adolescence



Nearly one-fifth of the nation's population is in the age group ten to twenty, that peculiar period between childhood and adulthood of massive psychobiological changes, of ambiguous status, of conflict between conformity and individuality, of a search for ego identity — in short, of *transition to maturity*. The two books in this month's Main Dual Selection, **PERSONALITY DEVELOPMENT AT PREADOLESCENCE** and **NORMAL ADOLESCENCE**, though quite different in approach and style, together add much to our knowledge of this critical period of transition.

In **PERSONALITY DEVELOPMENT AT PREADOLESCENCE**, Riley W. Gardner and Alice Moriarty — both psychologists on the staff of the Menninger Foundation — present the results of a research project intended to assess a number of major aspects of preadolescent individuality. Their study is based on an orientation to individuality that has its roots in both psychoanalytic theory and academic psychology. They are thus able to employ both the rich insights of psychoanalysis into personality organization and the findings of methodologically rigorous laboratory investigations of such important components of adaptive behavior as attention, concept formation, and perception.

Starting from an ego-psychological point of view, the authors approach the problem of individual personality organization in terms of the nature of structure formation. They point out that psychoanalysis is the only major theory of human behavior that has included the kinds of structural concepts that could provide the basis for a theory of individuality of personality organization.

"The primary concern of the present study," write Gardner and Moriarty, "is with such component ego structures as defense mechanisms, cognitive controls, intellectual abilities, and certain other presumably enduring patterns of behavior that contribute to the uniqueness of the individual by shaping his adaptive behavior into an individualized 'style' of regulating the expression of drives and affects, cognizing experience, and defending awareness against potentially anxiety-producing impulse derivatives. It is at this level of conceptualization that empirical work can currently be most effectively performed and at which certain key aspects of the problem of personality organization can be approached most fruitfully."

This approach to the understanding of personality organization at preadolescence, or at any stage of development, is clearly only one

The Main Dual Selection:

Personality Development at Preadolescence

by Riley W. Gardner and Alice Moriarty
and

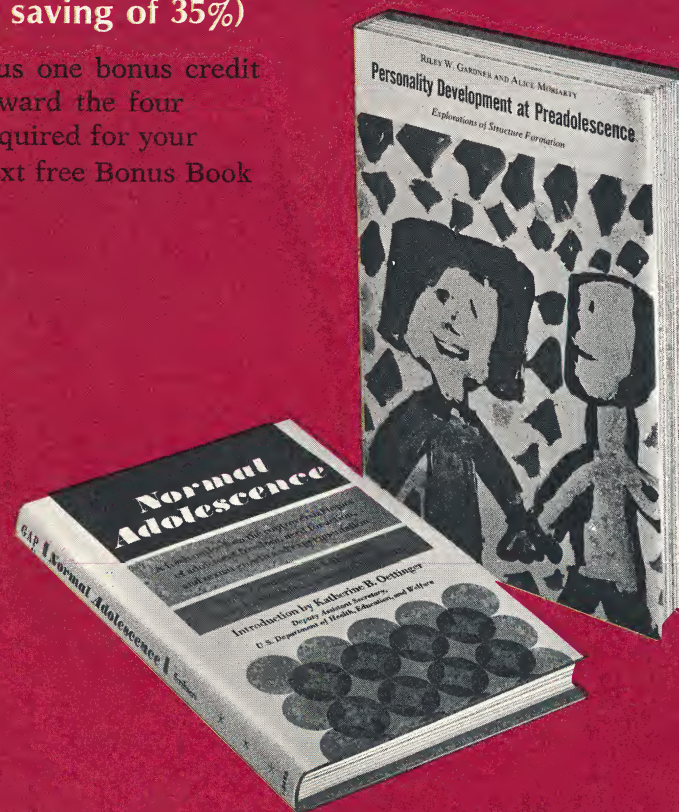
Normal Adolescence

by the Committee on Adolescence,
Group for the Advancement of Psychiatry

Retail Price for the Set \$13.45

Member's Price for the Set \$8.75
(a saving of 35%)

Plus one bonus credit
toward the four
required for your
next free Bonus Book



PERSONALITY DEVELOPMENT AT PREADOLESCENCE and NORMAL ADOLESCENCE comprise the Main Dual Selection of the Behavioral Science Book Service.

of several ways of studying the problem, as the authors are well aware. But it is a necessary approach "to ultimate understanding of the patternings of individual behavioral organization commonly subsumed under the term, 'personality'."

The results reported in this book were obtained by two research groups at the Menninger Foundation — the Longitudinal Study Project directed by Lois B. Murphy and the Cognitive Project directed by Dr. Gardner — which joined forces to study sixty preadolescents. A number of tests were administered — including the WISC, TAT, Rorschach, and Holtzman Inkblot Test — in conjunction with laboratory and clinical evaluation of cognitive control, defenses, and overall behavior.

The same tests had previously been performed on a larger sampling of adults. The results of the study are compared with those for the adults, and the comparison points up many significant avenues of personality development from preadolescence to adulthood.

Drs. Gardner and Moriarty have produced a revealing study. Their review of the relevant literature is complete, and they offer innumerable stimulating ideas for future research in this area. **PERSONALITY DEVELOPMENT AT PREADOLESCENCE** is a most scholarly and thorough piece of work.

The companion volume — **NORMAL ADOLESCENCE** — is an objective, excellently written summary of the main issues of adolescence as a stage of development. Prepared by the Committee on Adolescence of the Group for the Advancement of Psychiatry, the book's orientation is primarily psychoanalytic, but informed by anthropological and cross-cultural considerations.

The authors approach adolescence from the points of view of the three major determinants of human development: *biological*, *cultural*, and *psychological*. Biologically, the book's primary concern is with puberty, and here the authors offer a sound, realistic appraisal of this phenomenon. They investigate the complex physical and physiological changes of puberty, and its impact on psychological and social development.

Their discussion of cultural factors includes the kinds of pressures and demands that society makes on the adolescent, as well as the influence he exerts on his family and his own subcultural

or societal group. The authors point out cultural variations in the disparity between physical maturity and status maturity in different societies.

In the next, and largest, section — *The Psychology of Adolescence* — the authors examine the emotional, intellectual, and psychological development and functioning of the adolescent as he progresses toward adulthood. Careful attention is given to such critical considerations as the move toward independence, the peer group, masturbation, adolescent love, identity seeking, idealism, and occupational choice.

There is much more information presented with remarkable conciseness in this brief but comprehensive volume.

For example, the authors probe the crucial question of the adolescent's alienation from society; discuss the friction and hostility generated by adult responses to the adolescent; and, in general, delineate the drives, the aspirations, and the fears of the adolescent of this generation.

Throughout, the authors take the position that adolescence can be a constructive stage in human development and that the conflict between the generations can be an enriching experience for society. Their book fully achieves its stated goal: to "provide understanding and perspective, promote mutual tolerance, and facilitate more realistic and constructive relationships between adolescents and adults."

NORMAL ADOLESCENCE has already received widespread critical acclaim. Here are two examples:

Margaret Mead: "A responsible and strictly contemporary distillation of interdisciplinary thinking about adolescence and adolescents."

Albert J. Solnit, M.D., Director of the Yale University Child Study Center: "A remarkably well balanced and well written report that matches sound psychological and physiological knowledge about this crucial epoch of human development . . . a brilliant survey and synthesis of our knowledge about adolescence."

The two books offered here — **PERSONALITY DEVELOPMENT AT PREADOLESCENCE** and **NORMAL ADOLESCENCE** — illuminate adolescent thinking and behavior, focusing on normal development in this period. They deserve the attention of everyone concerned with the best current knowledge in this area of study.

Contents of PERSONALITY DEVELOPMENT AT PREADOLESCENCE

- 1** An Approach to Individuality at Preadolescence
 - 2** Outline, Subjects, Methods
 - 3** Cognitive Control Structures and Their Measurement at Preadolescence
 - 4** Age and Sex Differences in Five Cognitive Controls
 - 5** Age and Sex Differences in Conceptual Differentiation and Other Features of Free Categorizing by Preadolescents and Adults
 - 6** Dimensions of Cognitive Control at Preadolescence
 - 7** Individuality in the Holtzman Inkblot Test
 - 8** Individuality in Wechsler's Intelligence Scale for Children
 - 9** Ratings of Individuality of Response to the Clinical and Laboratory Testing Situations
 - 10** The Assessment of Defense Mechanisms and General Characteristics of Ego Organization
 - 11** Findings Concerning Defense Mechanisms and General Characteristics of Ego Organization
 - 12** Structure Formation on a Broader Scale: Individual Consistencies Linking Six Aspects of Preadolescent Behavior
 - 13** Case Studies of Selected Children — A Boy and Girl High in Ego Strength
 - 14** Case Studies of Selected Children — A Boy and Girl Low in Ego Strength
 - 15** Overview of the Study and Major Implications of the Results
- Appendix: Definitions of Ratings of Over-all Behavior in the Clinical and Laboratory Testing Situations

Contents of NORMAL ADOLESCENCE

- 1** The Biology of Adolescence
 - The Complex Changes of Puberty • Responses of Adolescents to Puberty
 - Psychological and Social Aspects of Puberty
 - 2** Cultural Factors in Adolescence
 - Criteria of Adulthood • Culture as "Environment" in Adolescence
 - Western Culture as Environment in Adolescence • Universal Tasks of Adolescence • Cultural Facilitation and Inhibition at Adolescence
 - Adolescence in the American Middle Class • Discontinuity of Role from Childhood to Adulthood • Rapid Social Change as a Problem of Adolescence
 - 3** The Psychology of Adolescence
 - The Role of Childhood Experience • Preadolescence • The Beginning and Ending of Adolescence • Early Adolescence • Late Adolescence
 - 4** Dynamics of Adult Responses to Adolescence
- Conclusion
- Appendix A
- Endocrinology of Adolescence • Sequence of Pubertal Phenomena
 - Development of Secondary Sex Characteristics
- Appendix B
- Committees, Members, and Officers of the Group for the Advancement of Psychiatry

Contents

1. An Experiment in Nature
2. Infancy and Early Childhood
3. The Latency Age
4. Adolescence
5. Results of Kibbutz Education
6. Their Mold and Ours

- Appendices**
- A. Choosing a Field
 - B. The Data
 - C. Kibbutz Settlements
 - D. Atid
 - E. The Children's House

Alternate
Selection:

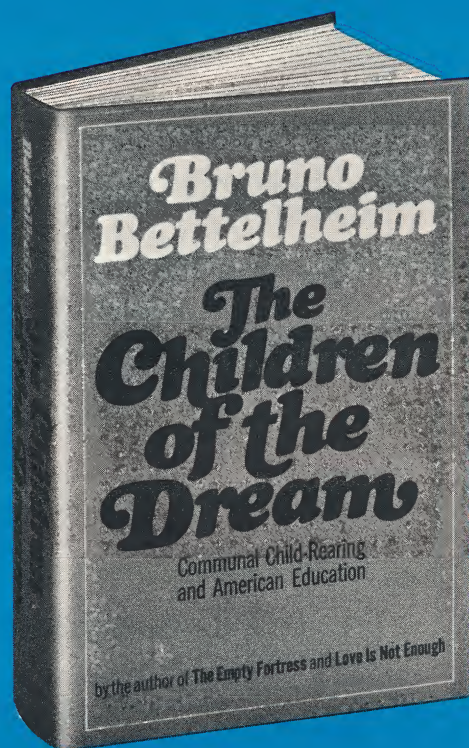
The Children of the Dream

by Bruno Bettelheim

Retail Price \$6.95

**Member's Price
\$5.50**

Plus one bonus credit
toward the four required
for your next free Bonus Book



The Children Of The Dream

a
brilliant
new
work
by
Bruno
Bettelheim



THE CHILDREN OF THE DREAM, Alternate Selection, may be ordered in addition to or instead of the Main Selection.

a review by HERBERT J. FREUDENBERGER
*Practicing Psychoanalyst and Senior Member,
National Psychological Association for Psychoanalysis*

Bruno Bettelheim is known for his profound insights into the severely emotionally disturbed child. Now, in **THE CHILDREN OF THE DREAM** — an excellent study of the first generation of children born and raised on a kibbutz in Israel — he turns his attention to an analysis of the development of the kibbutz child and finds tremendous implications for our child development theories and child-rearing practices.

Bettelheim's concern is with the basic question of whether separation of the child from the mother at an early age is as traumatic as has been postulated by numerous psychoanalysts, and what the effects of this separation are on the kibbutz child — who receives intermittent mothering by the actual mother in conjunction with mothering by a *metapelet* (an Israeli kibbutz woman whose function is to take care of the children). **THE CHILDREN OF THE DREAM** takes us through infancy, early childhood, latency, and adolescence, and then discusses at length kibbutz education and its impact on the child.

The kibbutz is postulated neither to be an extended family nor a folk society, but essentially a *peer group environment*, in which usually the child is separated from its mother at the age of five days, placed in a children's house, and from that moment on attended to primarily by the metapelets. During the course of the day, the parents do spend some time with their child in a short play period, but the youngster spends most of his time with his own peer group.

Bettelheim talks of the first-generation kibbutzniks, of their desire to break away from the traditional family pattern as they had lived it in the ghetto, and in turn to develop a new way of life which would be totally different from the one they had experienced. He points out that, as is the case in most situations in which people wish to break with tradition, the initial kibbutz founders may have overreacted. Their intent was to develop a community that would provide the personal freedom necessary to each individual so that he could develop to his fullest capacity. They sought to eliminate preoccupation with materialistic values, and strove for sexual equality, especially in the fullest emancipation of women.

The author supplies a detailed description of the Jewish woman, her Biblical heritage, and her evolution to the point where, as a female settler in a kibbutz, she found herself demanding equality in order to free herself from the time-honored mother role. This section is, for me, one of the highlights of **THE CHILDREN OF THE DREAM**.

Further along, Bettelheim discusses how the feeling of security develops. In his view, two factors are basic — *physical security* and *companionship*. Both of these conditions are amply present in a kibbutz. A significant point to be made here, in view of our own social problems concerning deprived children, is that the kibbutz child does not have to rely exclusively upon one mother and father; rather, he has many mothers and fathers who are interested in his welfare and happiness. The threat of desertion or abandonment that exists in our society is an ineffectual one in a kibbutz, because there every child has

many adults surrounding him to whom he can relate and who he knows are concerned for him.

This is not to say that everything is perfect for the kibbutz child. Bettelheim shows that there are many problems in the child's development, and he deals with some of these in his discussions on trust and mistrust, security and insecurity, sexual repression and intimacy.

His observations suggest that because of the emphasis on the peer group as the main societal relation, a minimum of mistrust develops, but there is also a minimum of real shared intimacy. *Because of the constant proximity of his peers, such a child manifests almost no rivalry or antagonism, but, being less inner- than outer-directed, his private life suffers.*

Bettelheim keenly perceives that with the absence of rivalry, with the supposed absence of sexual stimulation (many boys and girls share the same room until eighteen years of age), very strong repressions must take place. These repressions seem to have the effect of making the kibbutz child a less creative person, an individual who, quite early in his development, views himself as a useful economic producer and functioning member of a community whose philosophies he does not question. Although this has its positive aspects — in that such a child enters adolescence with less traditional conflict because his role in life has been integrated as part of his existence right along — there is, nevertheless, an apparent lack of richness of inner life.

In sum, Bettelheim's findings present extraordinary implications for our own society. **THE CHILDREN OF THE DREAM** touches upon the real possibility that there is more than one way a child may be reared — and quite successfully so. It offers us some approaches to breaking the supposedly impenetrable psychic bond between a mother and her infant. Because of this book, we may find need to rethink our conceptualization of the pleasure-principle and reality-principle, to rethink at what point we can beneficially withdraw breast-feeding, introduce bottle-feeding, permit the continuance of bed-wetting (which seems to be acceptable behavior in the kibbutz), or permit thumb-sucking (which seems to be unacceptable behavior in the kibbutz).

Obviously, different value systems prevail from one society to another. But Dr. Bettelheim begins to show us the potentiality of finding ways to best deal with our own present problems of the generation gap. His imagination, his skill, and his original thinking make **THE CHILDREN OF THE DREAM** essential reading. His observations on trust, intimacy, and security suggest that we might profitably apply to our society some of the concepts developed in kibbutz life. Overall, the kibbutz citizen seems to fare quite well. Kibbutzes, after all, produce no drug-addiction problems, no cases of the battered-child syndrome, no gang wars, and no juvenile delinquency.

THE CHILDREN OF THE DREAM is a book of great relevancy to our times — one that will interest the social scientist, the educator, and the parents; but it will be especially intriguing to those of us who daily grapple with the problems of the youth of our society. Dr. Bettelheim's observations, insights, and lucid presentation are indeed a delight to read.

"His discussion of the various forms of the subjective self representation, and in particular of what he terms the 'reflective self representation,' is particularly illuminating, and brings a new perspective to phenomena such as daydreams, dreams and psychosis. The book is a major contribution to psychoanalytic theory..."

—LINDA HILLES, M.D.,
Mt. Zion Hospital, San Francisco

Contents

1. The Principal Terms of the Discussion: Internalization, Introjection, Identification, and Incorporation
2. Auxiliary Terms of the Discussion
3. Metapsychological Assumptions
4. Introjects, Introjection, Object Localization, and the Subjective Self
5. The Influence of Introjects and Other Primary-Process Presences
6. Identification: A Comprehensive and Flexible Definition
7. The Psychoeconomic Aspects of Identification: A Critique and Reformulation
8. The Fates of the Immortal Object

Alternate Selection:

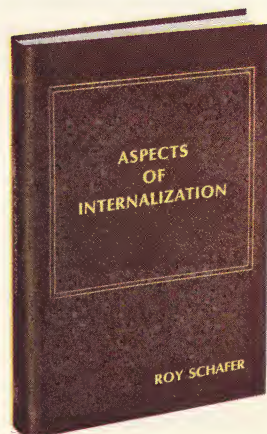
Aspects of Internalization

by Roy Schafer

Retail Price \$6.50

Member's Price \$5.50

Plus one bonus credit toward the four
required for your next free Bonus Book



ASPECTS OF INTERNALIZATION, Alternate Selection, may be ordered in
addition to or instead of the Main Selection.

001-2



Roy Schafer on Aspects of Internalization

a review by Fred Pine
Associate Professor
Department of Psychiatry
Albert Einstein College of Medicine

When one approaches a journal article by certain psychoanalytic theorists, one is prepared for some hard intellectual work, perhaps lightened by one or more brief case reports. In **ASPECTS OF INTERNALIZATION**, it is Dr. Schafer's achievement to have produced an original and closely reasoned work and to have sustained this throughout an entire book with impressive qualitative wealth. The result is a difficult and demanding book (on which more below) but one fully deserving of the effort and attention that it requires.

Starting with his early major work on diagnostic testing, Roy Schafer has demonstrated in his writings his capacity to move freely back and forth between various levels of clinical phenomena and psychoanalytic theory. There, in the work of psychodiagnosis and test functioning, he ranged between discrete and often readily observable clinical details on the one hand and clinical generalization and conceptualization on the other. Here—in **ASPECTS OF INTERNALIZATION**—he moves up a level or so in the scale of abstraction and inference, ranging between relatively subtle and silent clinical phenomena and psychoanalytic metapsychology.

Dr. Schafer says, in his initial statement of aim, that his approach will be to provide an ordering of concepts—and this it is—and he mentions, in a secondary way, that he will allude to the clinical referents of these concepts where necessary. But in actuality the conceptualizations themselves, though often at a high level of abstraction, are quite often not far from recognizable subjective phenomena of the analytic situation or from developmental phenomena of childhood. Indeed Dr. Schafer so frequently explores and lists multiple subtle varieties of one or another subjective experience that the purely clinically-minded reader will have numerous “aha!” experiences along the way.

The book is actually two books in many ways—one on aspects of metapsychology and one on aspects of internalization. And while these two themes are repeatedly interwoven in complex ways, at times Dr. Schafer follows one or the other along its own pathways.

As for the title theme: *internalization*. Dr. Schafer focuses his discussion on introjection and identification—two varieties of internalization—but comments on incorporation, imitation, learning, compliance with external demands,

and other related terms along the way. It is near impossible to summarize his discussions in this brief review. Suggesting that “*an introject is an inner presence with which one feels in a continuous or intermittent dynamic relationship*” (and which is not so fully internalized as to be experienced as “*self*”), he proceeds to explore the subjective location of this “*presence*,” the sources of its influence (which he links to at least temporary and partial suspension of reflective awareness of one's own ownership of the thought of the “*presence*”), and its connections with daydreams and ego-splitting on the one hand, and with preservation, renunciation, or alteration of the relation with the external object on the other. A hearty task to grapple with!

He gives considerably more importance to the significance of introjects than one ordinarily sees in the non-Kleinian psychoanalytic literature. His discussions of identification, while equally rich and wide-ranging, will strike more familiar notes in the reader. He follows this with a careful exploration of the nature of the energy concepts required to conceptualize the events surrounding the oedipal identification with the parents that marks a major step in superego development.

The groundwork for this latter discussion has been set in his treatment of the book's other major focus: *metapsychology*. Dr. Schafer, obviously responsive to a number of recent papers critical of the economic assumptions of psychoanalysis, argues for the need for an energy concept, but a purely quantitative one. He rejects the attribution of different qualities to psychic energy (libidinal, aggressive, neutralized) and also the processes (neutralization and reinstancualization) that presumably mediate changes in quality. Instead he suggests that the phenomena that these quality concepts are intended to deal with can readily be handled in structural, adaptive, genetic, and dynamic terms, and he specifically lists some usable concepts.

It was noted above that **ASPECTS OF INTERNALIZATION** is a difficult and demanding book. In part this is because of its content, as this summary (of only a part of it) may indicate. Another source of the difficulty is in the overall format (which Dr. Schafer is explicitly aware of) which requires numerous definitions and theoretical formulations before the main topic can be met head-on. And a final source is in the personal style, wherein Dr. Schafer often allowed himself to develop non-essential ideas in some depth. But all of these sources of difficulty are also sources of the book's wealth and, while the book is not for every reader, it is an impressively thoughtful and stimulating contribution to the areas of its main concern.

MEMORANDUM TO MEMBERS



Since many of our new members enroll on the recommendation of colleagues, we save the expense of advertising in professional journals. We feel it only fair to pass this saving on to existing members by offering them important books as an expression of our gratitude for enrolling their associates.

Why not tell an interested friend or colleague about the benefits that you, yourself, enjoy as a member?

1. BEST BOOKS IN HIS FIELD.

Each month, a variety of the most significant current titles and classics are made available as Selections. Advance reviews, often by leading authorities, are sent free to Members in monthly newsletters. Members always have more than one hundred volumes from which to choose.

2. FREE BONUS BOOKS.

As a Member, he receives a FREE Bonus Book of his choice for every 4 Selections he buys.

3. SUBSTANTIAL SAVINGS.

With his Bonus Books, he will save an average of 40% on these essential books — works he would buy anyway.

4. NEVER ANY PRESSURE

TO BUY. A Member pays no dues or fees. He will pay only for the books he wants. Each month he will receive a convenient form for ordering alternate Selections, or no book at all. He need accept as few as 3 more Selections in all during the next twelve months and may cancel membership any time thereafter.

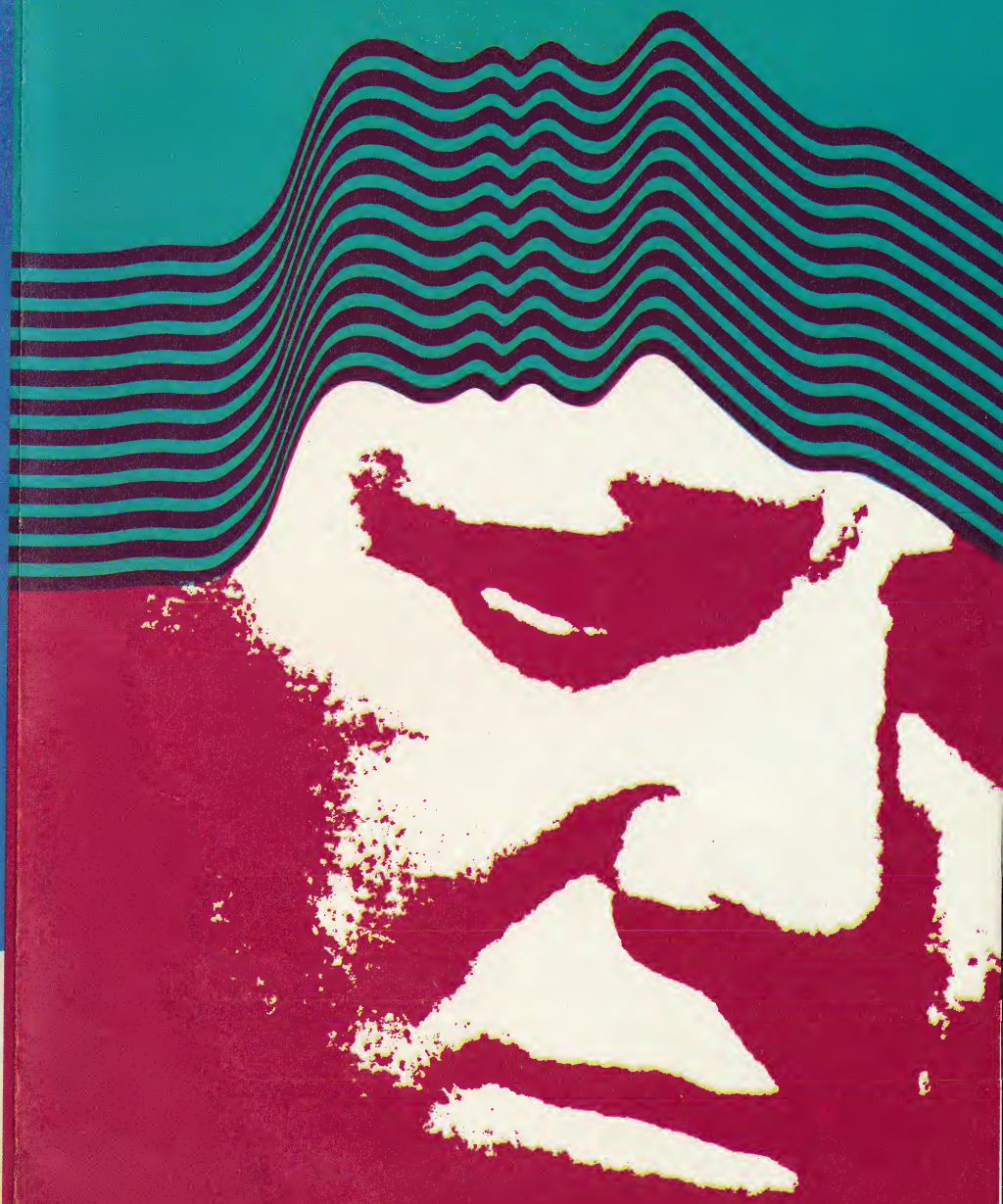
For every new member you enroll, *you and the new member* may each choose one of the five books or sets shown inside. You may enroll as many new members as you wish, simply by filling in the enclosed membership enrollment card. You will surely find this a sensible way to add to your professional library at no cost, while helping a colleague to build a worthwhile library of his own.

Please mail card now . . . Offer expires May 29, 1969

BEHAVIORAL SCIENCE BOOK SERVICE

Front and Brown Streets, Riverside, New Jersey 08075

A SIMPLE, SENSIBLE WAY TO ACQUIRE SIGNIFICANT BOOKS FREE



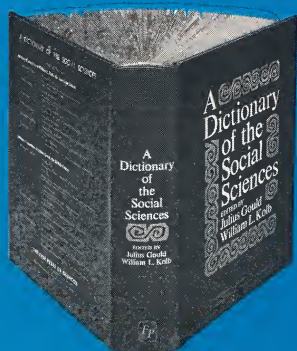
CHOOSE ONE OF THESE BOOKS OR SETS **FREE** (VALUES TO \$25.00) FOR EACH NEW MEMBER YOU ENROLL.

A Dictionary of the Social Sciences

Edited by Julius Gould and William Kolb

A definitive compilation of the terminology of the social sciences. 1000 descriptions and definitions; basic concepts; bibliographic data. Exhaustively cross-referenced with extensive excerpts from the most important literature in each area.

Retail Price \$19.95 [42230]



Children of Time and Space, of Action and Impulse/Group Therapy in Childhood Psychosis

Rudolph Ekstein's absorbing study detailing all aspects of intensive therapy with psychotic and borderline psychotic children and adolescents — plus — a report of a unique experiment by Drs. Rex W. Speers and Cornelius Lansing involving group treatment of psychotic children.

Retail Price
for the Set \$16.00 [37870]

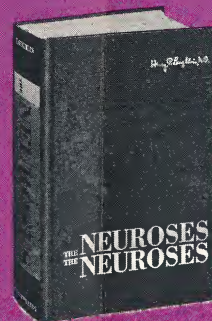


The Neuroses

By Henry P. Laughlin, M.D.

This exhaustive reference work provides an integrated, comprehensive view of the whole subject of the neuroses. Lucidly discusses the clinical and phenomenological aspects, psychopathology, therapy, and presents extensive descriptive material. *Psychiatric Bulletin*: "A useful addition to any professional library."

Retail Price \$25.00 [64030]



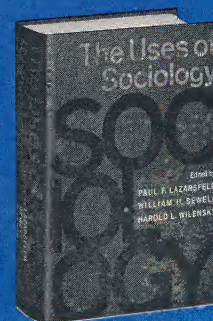
The Uses of Sociology

Edited

*by Paul F. Lazarsfeld,
William H. Sewell
and Harold L. Wilensky*

In this monumental, comprehensive work, sponsored by the American Sociological Association, forty-one distinguished contributors explore the practical role of sociology in virtually every area of modern life. Focuses on the penetration of sociological perspectives and findings into all social activities.

Retail Price \$15.00 [85730]

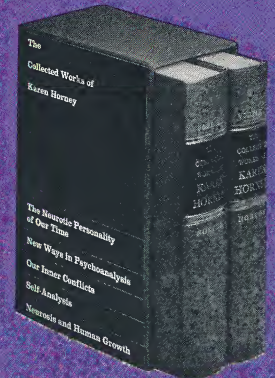


The Collected Works of Karen Horney

Two volumes, boxed

This handsome boxed set contains Dr. Horney's five major works. Reflecting the full scope of her provocative restatement of Freudian theory, these works represent one of the most significant attempts to reconcile psychoanalysis with modern social thought.

Retail Price
for the Set \$23.50 [39450]



CONTENTS

- | | |
|-----------------------------|-------------------------------|
| 1. EVOLUTION | 19. PUBERTY |
| 2. RACE | 20. SIZE |
| 3. POPULATION | 21. PHYSICAL ABILITY |
| 4. ON REPRODUCTION | 22. OLD AGE |
| 5. THE MALE | 23. DEATH |
| 6. THE FEMALE | 24. SUICIDE |
| 7. FERTILITY | 25. THE BRAIN |
| 8. CONTRACEPTION | 26. SLEEP |
| 9. MARRIAGE | 27. SPEECH |
| 10. PREGNANCY | 28. TEMPERATURE |
| 11. THE TIME BEFORE BIRTH | 29. THE SENSES |
| 12. BIRTH | 30. THE SKIN, HAIR, AND TEETH |
| 13. LACTATION | 31. DIGESTION AND NUTRITION |
| 14. TWINS AND ABNORMALITIES | 32. THE ALIMENTARY CANAL |
| 15. INHERITANCE | 33. EXCRETION |
| 16. INBREEDING | 34. RESPIRATION AND BLOOD |
| 17. BLOOD GROUPS | 35. SKELETON AND MUSCLE |
| 18. THE GROWTH OF BABIES | 36. RADIATION |

Alternate Selection:

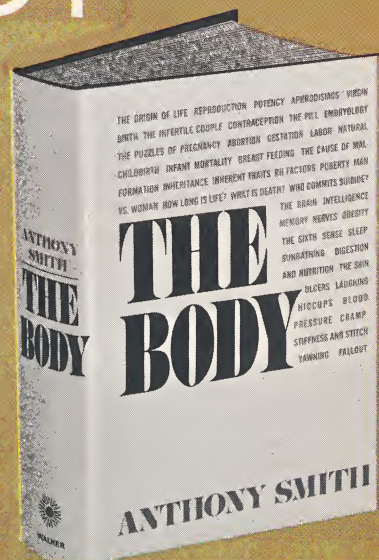
THE BODY

by Anthony Smith

Retail Price \$9.95

Member's
Price
\$7.50

Plus one bonus credit
toward the four
required for your
next free Bonus Book



THE ORIGIN OF LIFE
REPRODUCTION
POTENCY
APHRODISIACS
VIRGIN BIRTH
THE INFERTILE COUPLE
CONTRACEPTION
THE PILL
EMBRYOLOGY
THE PUZZLES OF PREGNANCY
ABORTION
GESTATION
LABOR
NATURAL CHILDBIRTH
INFANT MORTALITY
BREAST FEEDING
THE CAUSE OF MALFORMATION
INHERITANCE
INHERENT TRAITS
RH FACTORS
PUBERTY
MAN VS. WOMAN
HOW LONG IS LIFE?
WHAT IS DEATH?
WHO COMMITS SUICIDE?
THE BRAIN
INTELLIGENCE
MEMORY
NERVES
OBESITY
THE SIXTH SENSE
SLEEP
SUNBATHING
DIGESTION AND NUTRITION
THE SKIN
ULCERS
LAUGHING
HICCUPS
BLOOD PRESSURE
CRAMP
STIFFNESS AND STITCH
YAWNING
FALLOUT

THE BODY, Alternate Selection, may be ordered in addition to or instead of the Main Selection.

"Let me tell you my opinion which is beyond all doubt. I love it! There is no question in my mind that the author's quantity of information is satisfactory—it is enormous. He is also absolutely up-to-date."

— Isaac Asimov

THE BODY, by Anthony Smith, is a sensible, readable and often humorous big book on the anatomy and physiology of the human body. And make no mistake about it, it is *big*: it weighs almost three pounds and its 524 pages are chock full of fascinating information.

Meticulously researched, astonishingly comprehensive and unique in concept, **THE BODY** is not concerned with illness or with medicine. Rather, it explores the operation of the human body, describing its mechanism in

terms of the very latest scientific and medical research. The author concentrates his anatomical journey upon those aspects of man's most intense curiosity about himself, and assumes that the capacities, deficiencies, peculiarities and mysteries of the healthy body are of greater interest than the causes and treatment of malfunction.

Sex and reproduction, because they dominate the cycle of life itself, also dominate this recently published book. The first half of **THE BODY** traces the body's development from conception through pregnancy, birth and puberty to old age and death. Along the way, the author takes us on innumerable engaging side excursions.

There are entire sections on circumcision, suicide, blood groups, twinning, and a thousand other topics of perennial interest which are seldom explored or explained: the incidence of color blindness, the weight of a three-month-old fetus, the history of obstetrical forceps (told in the roguish and un-Hippocratic strange story of the members of the Chamberlen family who invented them), the price of human milk.

Particular aspects of the body's functions are taken up in the chapters that follow: the brain, sleep, speech, the digestive system, excretion, respiration, the heart and the blood, the skeleton and its muscles. Finally, **THE BODY** explores the insidious effects upon mankind of today's greatest threat to health: radiation.

THE BODY is also a veritable storehouse of factual information that will delight the generalist and amaze even the specialist. Among the thousands of tidbits that Anthony Smith has caught in his widely cast net are such unusual items as:

- fifty percent of the population, if taken by the criterion of productivity, are "genetically unfit"

- homosexuals have more brothers in their families than heterosexuals have
- the bigger a woman's breasts, the smaller her I.Q.
- suicide is the tenth leading cause of death among Americans—but for teenagers it ranks fourth
- although identical twins come close, there is still no authenticated case of different persons with the same fingerprints
- the average period between human fertilization and birth is generally calculated at 266 days, but some courts have declared men to be fathers who have been absent from their wives for as long as 349 days.

The author's thesis is that man is just another bit of biology, and therefore much about the animal kingdom is entirely relevant to his body, to his mechanism of sperm transfer, to his sex ratio, to his brain, to his sense of smell. He is not an isolated piece of creation, like a meteorite that has flown in from somewhere else. He is a part of terrestrial evolution, and facts about animals can make sense of facts about man. In the author's view, the menstrual cycle (which affects women and female apes) has to be compared with the estrous cycle (which affects most other female mammals). Even so **THE BODY** is not a book about animals, but it is a book about the human body in which animals are used only to lend emphasis, to clarify and to illuminate whenever they can.

THE BODY is first and last an epitome of useful knowledge written with admirable style; it is delightful entertainment with an urbane, tolerant insight. At once lucid and engaging, it manages to convey to the reader the processes of the human body with a freshness and an abandon which makes it an astonishing tour de force. The Greek philosopher Thales delivered a sage admonition which has echoed down the years, "Know thyself." When you have turned over the last page, to complete this absolutely fascinating journey into your body's interior, you will indeed "know thyself." More than that, you will know with Walt Whitman that "if anything is sacred, the human body is sacred."

"**THE BODY** is a valuable encyclopedia of scientific knowledge concerning the work and development of the human body. It should be widely read."

— Sir Julian Huxley

CONTENTS

Introduction: A Portrait of the Ideal Investor Charles J. Rolo

PART I: INSIDE WALL STREET

- 1 **Inside the New York Stock Exchange** Myron Kandel, *New York Law Journal* and Philip Greer, *Washington Post*
- 2 **Wall Street's "Knowledge Industry"** Louis Stone, the Economist of Hayden Stone, Inc.
- 3 **Inside the Research Department** Walter Maynard, Vice Chairman, Shearson, Hammill & Co., Inc.
- 4 **How the Bears Operate** Elizabeth M. Fowler, Financial Writer, *New York Times*
- 5 **"Performance" Is the New Name of the Game** George J. W. Goodman, Editor, *The Institutional Investor*

PART II: FIELDS OF INVESTMENT

- 6 **Investing in Bonds** James Karanfilian, Bernstein-Macaulay, Inc.
- 7 **Investing in Mutual Funds** Richard E. Blodgett, Financial Writer
- 8 **Investing for Growth** Dan W. Lufkin, Partner, Donaldson, Lufkin & Jenrette, Inc.
- 9 **Investing in Science and Technology** Richard L. Geiger, Financial Consultant
- 10 **Investing Abroad** Kurt I. Lewin, Vice President, Bache & Co.

PART III: ANALYTIC APPROACHES

- 11 **The Valuation of Common Stocks: The Fundamentalists' Approach** Ralph A. Rotnem, C.F.A., Senior Vice President, Harris, Upham & Co., Inc.
- 12 **Forecasting Stock Prices: The Technician's Approach** Anthony W. Tabell, Senior Vice President, Walston & Co., Inc.
- 13 **Contrary Opinion Theory: The Psychological Approach** Bradbury K. Thurlow, Vice President, Winslow, Cohn & Stetson, Inc.
- 14 **Economics and Investment Management** Edmund A. Mennis, C.F.A., Senior Vice President, Republic National Bank of Dallas
- 15 **Politics and the Stock Market** Eliot Janeway, Janeway Publishing & Research
- 16 **Price/Earnings Ratios: A Critical Reappraisal** Nicholas Molodovsky, C.F.A., Vice President, White, Weld, Inc.

PART IV: AN OVER-ALL VIEW

- 17 **The New American Capitalism** Armand G. Erpf, Partner, Carl M. Loeb, Rhoades & Co.

Who's Who among the Contributors

The Language of Investing: A Glossary

Special Selection:

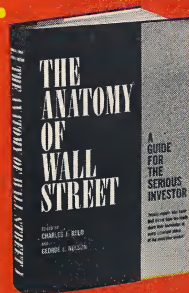
The Anatomy of Wall Street: A Guide for the Serious Investor

Edited by Charles J. Rolo
and George J. Nelson

Retail Price \$7.50

Member's Price \$5.95

Plus one bonus credit toward
the four required for your
next free Bonus Book



THE ANATOMY OF WALL STREET, Special Selection, may be ordered in addition to or instead of the Main Selection.

a special
selection of
general interest

The Anatomy of Wall Street

a guide for the
serious investor

For many in America today, the stock market is literally "the last frontier of adventure." It is the area in which the individual pits his reason, his knowledge, his vision, and his courage — not to mention his capital — against a variety of forces: his own human impulses, the large and varied uncertainties of the future, and the collective wisdom and irrationality of other investors. The contest is always a tough one.

THE ANATOMY OF WALL STREET, edited by Charles J. Rolo and George J. Nelson, is a penetrating look at Wall Street by twenty experts who know investment from the inside. Subtitled "A Guide for the Serious Investor," the accent in this just-published volume is, above all, on the word "serious."

The first part of **THE ANATOMY OF WALL STREET** is a veritable *anatomy* — and *physiology* — of the securities market, detailing how it is structured, how it functions, and the innumerable sources of information available to investors seeking the tricks of the trade in the analysis and forecasting of stock prices. Included is an authoritative chapter on a subject the average investor tends to neglect: the tactics — both *defensive* and *aggressive* — which can be used when the general market or even individual issues decline.

Part Two focuses on the main fields of investment: investing for income, for growth, in bonds or in mutual funds, investing in science and technology, and investing abroad. Of particular interest will be the chapter on the opportunities to use available knowledge of where applied science and technology are going — and how to reap some of the solid investment rewards that lie ahead.

The computer industry, electronics, aerospace, atomic power, water technology (85% of the market for water-softening equipment is still untapped), oil shale, agriculture (companies specializing in soybean or fish-meal processing and in herbicides, fungicides, insecticides or fertilizers have bright futures), and the drug and pharmaceutical industry are all examined for investment potential. Not only are untapped areas of technological growth delineated and assessed but specific corporations are singled out and named as good prospects.



Next comes a section that might be called "A Guide to Investment Strategy," describing the various approaches to the stock market and to individual issues actually used by security analysts and portfolio managers. This is rounded out with detailed studies of the major external forces — economic and political — that influence the movement of stock prices and have a bearing on investment decisions.

THE ANATOMY OF WALL STREET concludes with an illuminating analysis of the present-day structure of American capitalism, a system unique in the breadth of public investment (which is to say "public confidence") in corporate enterprise.

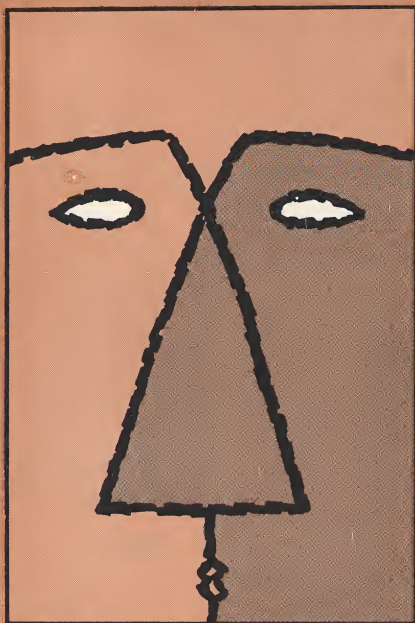
For those who may wish to explore the challenge of investment opportunities further, a lively annotated bibliography of selected, up-to-date readings will guide investors between the rocks and shoals of conflicting and often bewildering opinions. "The Language of Investing," a pertinent glossary for the newcomer to investing and for the old hand as well, will sort out the niceties of the differences between a "bucket shop" and a "wire house," between a "boiler room" and a "board room," and between "blue-chip stocks" and "blue-sky laws." The contributors to this fascinating volume are drawn from every sector of the financial world — top-flight Wall Street professionals, leading financial journalists, and respected investment counselors. Their names make up a "Who's Who" of the securities industry and the financial community.

THE ANATOMY OF WALL STREET is definitely not for the get-rich-quick Wallingfords who may want to make a fast killing in the market. It is for the intelligent, thoughtful, and inquiring investor with a serious and scientific interest in the securities market. It is also for amateur or professional students of business or finance, and even for stockbrokers and security analysts who feel they still have something to learn.

The contest on the "last frontier of adventure" that is Wall Street is indeed a tough one, but to the victor the rewards are handsome — and they are within the reach of everyone. This is what gives the stock market its seductive challenge and its endless fascination.

RECENT SELECTIONS

*still available
from the
Behavioral Science
Book Service*



Any of the recent Selections described in this catalogue may be ordered by members of the Behavioral Science Book Service in addition to or instead of the current Selections. All are available at reduced Member's Prices. One Bonus Book Credit is given for each Selection purchased. To order, please note the title and code number of each book you want on the enclosed monthly Order Card.

Behavioral Science Book Service
Front and Brown Streets
Riverside, New Jersey 08075

Another Way to Get Books FREE

Do you have friends or colleagues who would appreciate knowing of the fine books available at substantial savings to members of the Behavioral Science Book Service?

If you do, simply list their names below and send this page to us. We will forward descriptive literature to the people you recommend. For each one who joins, you will receive a free book of your choice. Be sure to include your own name, address, and account number so that we can notify you as each of them joins. **Please print.**

**Fill in your name
here before returning
this form.**

Name.....
Address.....
Account number.....
City.....State.....Zip Code.....

Recommended Name.....
Address.....
City.....State.....Zip Code.....

Recommended Name.....
Address.....
City.....State.....Zip Code.....

Recommended Name.....
Address.....
City.....State.....Zip Code.....

Recommended Name.....
Address.....
City.....State.....Zip Code.....

Please attach separate sheets for additional recommended names.

**Return to:
Behavioral Science Book Service
Front and Brown Streets
Riverside, New Jersey 08075**

***The Theory and Practice of Psychiatry**
By Fredrick Redlich and Daniel Freedman (83700)

"A psychiatric classic . . . Redlich and Freedman have successfully performed the herculean service of integrating the disparate domains of psychiatry into an ordered and logical synthesis—comprehensive in scope, penetrating in depth."
—Douglas D. Bond, M.D.

Retail price \$12.50
Member's price \$8.95

Principles of Group Treatment (70060)
By Eric Berne

Formulates a coherent theory for the conduct of group treatment—the first systematic exposition of the use of transactional analysis in groups. "Filled with provocative, stimulating, challenging, suggestive ideas and observations."—Emanuel K. Schwartz, *Postgraduate Center for Mental Health*

Retail price \$7.00
Member's price \$5.75

***The Intrapsychic Self** (56180)
By Silvano Arieti, M.D.

A major work of remarkable scope and depth by the editor of *American Handbook of Psychiatry*. "This is a work which may easily prove to be a turning point in contemporary psychology and psychiatry."
—Ludwig von Bertalanffy

Retail price \$12.50
Member's price \$8.95

**Neurosis and Treatment:
A Holistic Theory** (64060)
By Andras Angyal

Edited by Hanfmann and Jones
"In a remarkable way Dr. Angyal cuts through theoretical thickets and eliminates jargon in describing dilemmas of neurotic personality organization."—Robert W. White, *Harvard University*

Retail price \$9.95
Member's price \$6.95

***The Therapeutic Relationship and Its Impact** (84120)
Edited by Carl Rogers

Analyzes the findings of an ambitious study on whether the same qualities of the psychotherapeutic relationship that have proven effective in dealing with neurotics would have any measurable effect on schizophrenics.

Retail price \$12.50
Member's price \$8.95

***The Collected Papers of David Rapaport**
Edited by Merton M. Gill (39000)

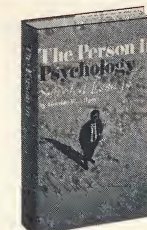
The writings of one of America's most influential psychologists and psychoanalytic theorists—including hitherto unpublished papers on a wide range of topics . . . "of the greatest interest not only to psychoanalysts but to behavioral scientists generally."—Robert R. Holt

Retail price \$17.50
Member's price \$12.95

The Person in Psychology (68120)
By Gordon Allport

Allport's final testament; a collection of the great psychologist's papers of recent years—selected, introduced, and edited by him shortly before his death. His intense concern with the deeper meanings of individuality is demonstrated in application to new problems. Contains an illuminating autobiographical sketch.

Retail price \$9.95
Member's price \$7.50



Approaches to Cross-Cultural Psychiatry
Edited by J. M. Murphy and A. H. Leighton (34270)

Specialists in psychiatry, general medicine, anthropology, sociology, and social work report on the search for ways of identifying the mentally ill in other cultures and of isolating the sociocultural factors that influence psychiatric disorders.

Retail price \$9.75
Member's price \$7.25

The Borderline Syndrome (36810)
By R. R. Grinker, B. Werble, R. C. Drye

Presents the first results of a research program on the "borderline syndrome," defining its characteristics in process or ego-functions terms. "A landmark for those who seek the integration of behavioral science and clinical science."—Daniel X. Freedman, M.D.

Retail price \$7.95
Member's price \$6.50

Titles marked with an asterisk (*) are not available as free books.

***Psychoanalytic Techniques (72200)**
Edited by Benjamin B. Wolman

A comprehensive, authoritative volume describing the diversified techniques of modern psychoanalysis. This unique collection of original papers by leading representatives of the foremost psychoanalytic schools brings together orthodox Freudians, reformers, and dissidents.

Retail price \$15.00
Member's price \$9.95

***The Psychoanalytic Study of Society Four Volumes (72170)**

Edited by Warner Muensterberger and Sidney Axelrad

This distinguished set demonstrates how psychoanalysis has enriched the social sciences. Papers discuss the individual and the culture, personality development, art, religion, folklore, and ethnopsychiatry. At a special saving of over 35%.

Retail price \$31.00
Member's price \$19.95

The Triumph of the Therapeutic/ The Modes and Morals of Psychotherapy A Dual Selection (84790)

Philip Rieff's provocative critique of psychoanalysis and its impact on our culture, morality and faith. Plus Perry London's brilliant assault on psychiatric complacency—on the traditional view that the therapist must be "morally neutral" with his patient.

Retail price \$13.90
Member's price \$7.95

The Faith of the Counsellors (48080)
By Paul Halmos

A controversial examination of the beliefs underlying the practice of counselling. Argues that the counsellor proceeds not from scientific facts or principles, but from an emotional belief in the healing power of love. "Original and stimulating."—*Family Life*

Retail price \$6.00
Member's price \$5.25

***Medical Orthodoxy and the Future of Psychoanalysis (61700)**
By K. R. Eissler

Blazing indictments—by a medically trained analyst—of "organized" American psychoanalysis for its refusal to accept lay analysis and for other dangers of "orthodoxy" that threaten psychoanalytic development.

Retail price \$12.00
Member's price \$7.95

Black Rage (36440)
By William H. Grier, M.D. and Price M. Cobbs, M.D.

The first book to reveal the full dimension of the inner conflicts and the desperation of the black man's life in America. Written by two black psychiatrists, this eloquent book represents "an urgent and moving account of what it means psychologically to be a Negro in our society."—*Paul Roazen*

Retail price \$5.95
Member's price \$5.25

The Id and the Regulatory Principles of Mental Functioning/Introduction to the Psychoanalytic Theory of the Libido A Dual Selection (54450)

Max Schur's examination of the id, in which he formulates an integrated conception of id operations. Plus Richard F. Sterba's long-out-of-print classic on libidinal phenomena and their dynamic influence in normal and pathological behavior.

Retail price \$10.00
Member's price \$6.95

The Psychotherapies of Marital Disharmony (73000)

Edited by Bernard L. Greene, M.D.

Twelve authorities in psychiatry, sociology, family dynamics and social casework explore, in depth and detail, the complexity of marital disharmony. Covers all major operational approaches to treatment of marital problems.

Retail price \$7.95
Member's price \$5.95

What Freud Really Said/Dialogue With Erik Erikson (86810)

A Dual Selection

David Stafford-Clark's expert summary of the heart of Freud's theories, a trustworthy appraisal of the main clinical principles of Freud's work. Plus Erik Erikson discusses his life's work, concentrating on his conception of *The Eight Stages of Man*.

Retail price \$9.45
Member's price \$7.25

Friendship and Fratricide (48900)
By Meyer A. Zeligs, M.D.

A penetrating, continuously fascinating study of the Hiss-Chambers case which brilliantly applies psychoanalytic insights to the lives and personalities of the protagonists. A superb example of psychobiography and a revealing analysis of the most puzzling political-legal case in recent American history.

Retail price \$8.95
Member's price \$6.95

Systems of Psychotherapy (81880)
By Donald Ford and Hugh Urban

A comparative analysis of ten major psychotherapy systems that places each in its most illuminating conceptual framework. Documented with an extraordinary grasp of basic research and clinical theories.

Retail price \$11.95
Member's price \$7.95

***The Psychoanalytic Revolution/ The Structure and Meaning of Psychoanalysis A Dual Selection (71790)**

Marthe Robert's brilliant biography of Freud: his personality, the growth of his ideas, and his position in the intellectual tradition of the 19th century. Plus the long-out-of-print classic on the early development of psychoanalytic concepts.

Retail price \$11.45
Member's price \$8.25

Freud: Political and Social Thought

By Paul Roazen

Examining at once the relevant aspects of Freud's life and writings, this groundbreaking new book discusses the significance of Freudian material to understanding the political and social order. "A thorough statement of the propositions articulated by Freud concerning the political and social process."—*Harold D. Lasswell*

Retail price \$6.95
Member's price \$5.75

***The Use of LSD in Psychotherapy and Alcoholism (85710)**
Edited by Harold A. Abramson, M.D.

Fifty outstanding doctors, scientists, and psychiatrists present their meaningful research findings and experiences with the therapeutic applications of LSD.

Retail price \$17.50
Member's price \$11.50

Crosscurrents in Psychiatry and Psychoanalysis (41240)

Edited by Robert W. Gibson, M.D.

"One cannot read these pages without being stirred to reconsider many of one's ideas . . . they reflect the dynamic approach that psychoanalysis brought to psychiatry along with a healthy inquiry into contributions from other fields."—*Lewis L. Robbins, M.D.*

Retail price \$7.50
Member's price \$5.95

Motives and Thought: Psychoanalytic Essays in Honor of David Rapaport
Edited by Robert R. Holt

A critical reworking, by Rapaport's former students and colleagues, of some of the most troublesome aspects of Freudian theory. "One of the most significant theoretical works to appear in some time."—*Louis Breger*

Retail price \$8.50
Member's price \$6.95

Psychotherapy: Myth and Method
By Jan Ehrenwald, M.D.

This scholarly and highly readable book analyzes the common elements of diverse systems of psychotherapy with particular attention to those interpersonal aspects which make the therapeutic process effective. Contends that myth, masked or unmasked, is the common element in virtually all schools of therapy.

Retail price \$8.50
Member's price \$6.75

Pursuit of Agreement: Psychiatry & The Law (73190)
By Jonas B. Robitscher, J.D., M.D.

Keen, illuminating analysis of the conflicts between law and psychiatry as well as a masterly reconciliation of the differences between the two points of view. "Well written and highly informative . . . a valuable contribution."—*Manfred S. Guttmacher, M.D.*

Retail price \$8.00
Member's price \$6.25

***The Technique and Practice of Psychoanalysis, Volume I (82500)**
By Ralph R. Greenson, M.D.

A highly lucid, systematic presentation of the general principles of psychoanalytic technique, concentrating on the fundamentals of transference and resistance. "This promises to be the definitive work on psychoanalytic technique."—*Journal of the American Psychoanalytic Association*

Retail price \$12.50
Member's price \$9.25

***Psychiatry and the Dilemmas of Crime**
By Seymour L. Halleck, M.D.

A broad integration of approaches to the criminal, both in terms of understanding and aiding him. Free of the sensationalism characteristic of related works in the field. "Comprehensive and scholarly."—*Karl Menninger*

Retail price \$10.95
Member's price \$7.95

The Roots of Individuality (74380)By Sibylle K. Escalona*

This study of early human development and the origins of individual differences will have a presiding influence on practice and research for many years to come. "A remarkable job of relating overt behavioral phenomena to meaningful theoretical dimensions."—*Leslie F. Malpass, Virginia Polytechnic Institute*

*Retail price \$14.75***Member's price \$9.95****Identity: Youth and Crisis (54960)***By Erik H. Erikson*

Erikson's major work of the last two decades is summarized in this magnificent new book, providing us "with a living picture of man in the perspective of history, his individual own as well as that of his cultural traditions."—*Nathaniel Ross, M.D.*

*Retail price \$6.95***Member's price \$5.75*****Children of Time and Space, of Action and Impulse/Group Therapy in Childhood Psychosis (37870)***A Dual Selection*

Two significant studies describing boldly original techniques for treating psychosis in children. Rudolf Ekstein's keen insights on reaching the *inner world* of the child. *Plus* Speers and Lansing's reality approach to autistic children.

*Retail price \$16.00***Member's price \$9.95****The Psychoanalytic Study of the Child**

An indispensable series, highlighting the significant trends in child development and therapy. The latest volume contains contributions by Anna Freud, Phyllis Greenacre, Seymour L. Lustman, Humberto Nagera, Moses Laufer, Peter Blos, etc.

Volume XXIII (1968 Edition) (71940)Retail price \$12.00***Member's price \$8.95*****Volume XXII (1967 Edition) (71930)***Retail price \$12.00***Member's price \$8.95*****Volume XXI (1966 Edition) (71920)***Retail price \$12.00***Member's price \$8.95****Schizophrenia in Children (75340)***By J. Louise Despert*

A collection of Dr. Despert's pertinent publications since 1937. "What impresses one . . . is the persistent emphasis on factual data, on the absence of dogmatism, on a truly scientific study of perceived phenomena and their correlations. . . . An authoritative textbook of childhood schizophrenia."—*Leo Kanner, M.D., Johns Hopkins University*

*Retail price \$6.95***Member's price \$5.75*****A Handbook of Child Psychoanalysis***Edited by Gerald Pearson (52140)*

An exhaustive guide to the technique of psychoanalytic treatment of children and adolescents. This definitive work discusses the full scope of practical, theoretical, and technical issues. Indispensable to both the student and the practicing analyst.

*Retail price \$12.50***Member's price \$8.95*****Annual Progress in Child Psychiatry and Child Development, 1968 (33980)***Edited by Stella Chess, M.D.**and Alexander Thomas, M.D.*

The first in a series of annual volumes, this remarkably useful and stimulating collection of articles is designed to enable professionals to keep abreast of the most significant and valuable work in every aspect of the normal and disturbed child.

*Retail price \$15.00***Member's price \$10.50*****Studies in Cognitive Growth/Toward a Theory of Instruction (80990)***A Dual Selection*

Jerome S. Bruner and his associates offer a brilliant exposition of theoretical and practical learning, exploring the development of human cognitive functioning, the interdependence of intelligence and culture, the educative process as a force in growth, etc.

*Retail price \$11.90***Member's price \$8.75****Theories of Child Development (82920)***By Alfred L. Baldwin*

Systematic study of seven theoretical perspectives of child development: Heider's naive psychology, Lewin's field theory, Piaget's genetic psychology, Freudian theory, Werner's developmental psychology, S-R theories, and the sociological view of Parsons and Bales.

*Retail price \$8.95***Member's price \$7.25****The Empty Fortress (44680)***By Bruno Bettelheim*

A major work on childhood autism. Bettelheim discusses the birth of the self, the beginnings of the human mind, and the roots of pathology. "Significant to the work of others, who work with less difficult 'problems,' or study the way normal children grow and learn."—*Robert Coles, M.D.*

*Retail price \$9.95***Member's price \$7.50****The Child Analyst at Work (37660)***Edited by Elisabeth R. Geleerd*

In this highly useful book, Dr. Geleerd and nine other distinguished child analysts demonstrate the therapeutic potential of psychoanalytic treatment of children and elucidate the method of child analysis. "A fascinating, revealing, and convincing panorama of contemporary child analytic practice."—*Aaron H. Esman, M.D.*

*Retail price \$7.00***Member's price \$5.75****Intelligence and Affectivity in Early Childhood/Language, Thought and Personality (55780)***A Dual Selection*

Two important and highly illuminating works, drawing on Piaget's theoretical system. Thérèse Décarie examines the relation of emotional and intellectual development; M. M. Lewis investigates language and thinking.

*Retail price \$10.00***Member's price \$7.50****Six Psychological Studies/Young Children's Thinking (78380)***A Dual Selection*

Jean Piaget's seminal ideas on the genesis and growth of logical thought, edited and introduced by David Elkind. *Plus* Millie Almy's application of Piaget's work to contemporary issues in American education, examining the pedagogic implications of his theories.

*Retail price \$10.20***Member's price \$7.50****Patterns of Mothering (67400)***By Sylvia Brody*

Sylvia Brody's classic and still decisive contribution to our knowledge of early infancy, and a primer of mother-child relations from theoretical and observational viewpoints.

*Retail price \$8.50***Member's price \$6.75****The Crime of Punishment (40840)***By Karl Menninger, M.D.*

A brilliant analysis of the philosophy and practice of punishment as it influences the American penal system. Reviews the means by which we apprehend, sentence, and attempt to reform criminals; describes the offender; examines the role of psychiatry; and outlines possibilities for change.

*Retail price \$8.95***Member's price \$6.95****Children of Crisis (37900)***By Robert Coles, M.D.*

A brilliant examination of the psychological effects on the participants—both white and Negro—of the school desegregation struggle in the South. Reveals the effects of stress on children, examines the psychological meaning of race and prejudice, and indicates the role of social crisis in individual lives. "A major accomplishment."—*Oscar Lewis*

*Retail price \$8.50***Member's price \$6.75****Culture and Social Psychiatry (41260)***By Marvin K. Opler*

A brilliant and engrossing work of social synthesis. Argues that we will never fully understand mental disorder without first understanding the cultural meaning of its development. "A noteworthy contribution."

*Retail price \$8.95***Member's price \$6.95****Chronic Psychoses and Recovery (37950)***By Richard Sanders, Robert S. Smith and Bernard S. Weinman*

A well-planned, highly effective study that argues for a social-educational therapy model for chronic psychotics in place of the traditional medical model prevalent in most mental hospitals. Challenges many accepted concepts regarding chronic schizophrenics.

*Retail price \$10.00***Member's price \$7.50*****Intensive Family Therapy (55920)***Edited by Ivan Boszormenyi-Nagy and James L. Framo*

A major guide to treatment in the family setting and the study of the family. In this important volume, fifteen distinguished specialists provide an exhaustive overview ranging from basic concepts to rationale and therapy techniques, from countertransference to identity problems.

*Retail price \$12.50***Member's price \$8.50**

- ***Contemporary Social Problems (40360)**
Edited by Robert K. Merton and Robert A. Nisbet

Masterly analyses of the crucial problems of deviant behavior and social disorganization as they affect society and sociology. A concise and comprehensive overview of the major social problems of our day.

Retail price \$9.75
 Member's price \$7.50

- ***Sociological Theory and Modern Society (79110)**
By Talcott Parsons

The latest collection of writings by the dean of American sociologists. In addition to seminal essays on the sociology of knowledge, power in modern society, the theory of the *two cultures*—and many others—there are reassessments of the contributions of Durkheim, Weber, and Marx, and applications of contemporary theory to concrete problems of modern society.

Retail price \$12.50
 Member's price \$8.50

- ***The Uses of Sociology (85730)**
Edited by Paul F. Lazarsfeld,

William H. Sewell and Harold L. Wilensky
 In this up-to-date, comprehensive work, sponsored by the American Sociological Association, forty-one distinguished contributors explore the practical role of sociology in virtually every area of modern life.

Retail price \$15.00
 Member's price \$10.95

- A Time To Speak: On Human Values and Social Research (84330)**
By Herbert C. Kelman

An eloquent plea for the *rational* solution of social problems—in a manner consistent with human freedom and dignity. Clarifies the role of the social scientist in socially meaningful areas, the limitations and dangers inherent in that role, and the great promise for positive contribution.

Retail price \$9.50
 Member's price \$7.25

- ***Critics of Society/The Sociology of Marx A Dual Selection (41030)**

Two important contributions to social theory and social criticism. T. B. Bottomore surveys the delicate relationship between social criticism and the progress of social movements, and Henri Lefebvre analyzes the contemporary relevance of the Marxian theory of society.

Retail price \$10.90
 Member's price \$7.95

- The Sociology of Max Weber (79210)**
By Julien Freund

A leading authority on Weber presents a remarkably rich and interesting study of the great student of large-scale social processes. "The most comprehensive, penetrating and lucid of all the works on Max Weber's general sociology."—Norman Birnbaum

Retail price \$6.95
 Member's price \$5.75

- Methods for Experimental Social Innovation (62570)**

By George W. Fairweather

Argues that behavioral scientists have the responsibility of aiding society in the solution of its social ills, and develops a model to illustrate a successful attack by society on particular social problems. "An important and timely book."—August B. Hollingshead, *Yale University*

Retail price \$7.95
 Member's price \$6.50

- ***The Active Society (32040)**
By Amitai Etzioni

A timely and provocative book depicting the "active society" as one that is responsive to its changing membership and engaged in perpetual self-transformation. Combines political and sociological analytic perspectives with an historical approach.

Retail price \$11.95
 Member's price \$8.50

- ***Differential Diagnosis and Treatment in Social Work (42160)**

Edited by Francis J. Turner

A most useful collection of articles on recent advances in the diagnostic process in social work. Highlights the necessity of improved diagnostic habits among practitioners and bridges the gap between theory and practice in social work.

Retail price \$13.95
 Member's price \$9.95

- ***Families of the Slums (48180)**
By S. Minuchin, B. Montalvo,

B. Guernsey, Jr., B. Rosman, F. Schumer

Presents an original theory of the special dynamics of the slum family—its structure and internal processes, the communicative and affective styles of its members—and offers a new approach to therapeutic strategy. "Will unquestionably have a far-reaching influence..."—*Family Life*

Retail price \$10.00
 Member's price \$7.50

- ***Diagnostic Psychological Testing (42180)**
By David Rapaport, Merton M. Gill and Roy Schafer

The classic work, thoroughly revised and brought up-to-date by Robert R. Holt. "... a focused and theoretically oriented handbook of diagnostic psychological testing that is a highly valuable contribution."

—Lawrence E. Abt
 Retail price \$15.00
 Member's price \$11.75

- Student's Rorschach Manual (80970)**
By Robert M. Allen

A perceptive introduction to basic Rorschach test administration and interpretation. Examines the test technique in view of recent developments in personality theory and the findings of current research.

Retail price \$7.00
 Member's price \$5.75

- ***The Zulliger Individual and Group Test (88800)**
By Hans Zulliger

Edited by Fritz Salomon

Here, in its first English translation, is the work of the late Hans Zulliger, one of Rorschach's outstanding students. Deriving from the Rorschach, the Zulliger test is based on an improved conceptual framework expressed in terms of concrete, observable behavior. "One of the most instructive books in the field."—Zygmunt A. Piotrowski

Retail price \$15.00
 Member's price \$9.95

Anthropology

- Tikopia Ritual and Belief (84320)**
By Raymond Firth

The renowned anthropologist's absorbing study of rites and doctrines outside the main religious system of the Tikopia—a secluded Polynesian people virtually untouched by Western civilization until World War II. Emphasizes the social component of anthropology.

Retail price \$12.50
 Member's price \$8.50

- ***The Rise of Anthropological Theory (74180)**
By Marvin Harris

A critical evaluation of the shifting viewpoints in anthropological theory. "Provides anthropologists with the opportunity to evaluate both the ends and the means of our work."—Eric R. Wolf, *University of Michigan*

Retail price \$16.50
 Member's price \$8.95

- Experiential Foundations of Rorschach's Test (46960)**
By Ernest G. Schachtel

A brilliant contribution to the theory and clinical application of the Rorschach and to an understanding of the relationship between personality, significant personal attitudes and perception. "Scholarly, thoughtful, original... nothing compares to it."—David Ricks, *Columbia University*

Retail price \$7.95
 Member's price \$6.25

Psychology

- Human Sexuality (54090)**
By James Leslie McCrory

An internationally recognized authority on sex education presents detailed, accurate information on all aspects of human sexual behavior. "Beyond question the best single reference in this area I have yet seen."—Armin Grams, *Merrill-Palmer Institute*

Retail price \$9.75
 Member's price \$6.50

- ***The Person: His Development Throughout the Life Cycle (68540)**
By Theodore Lidz

Traces the development of the person from infancy to old age and death. Draws upon the insights of dynamic psychiatry, the cognitive theories of Piaget, and the findings of the biological, cultural, and behavioral sciences to present a unified and complete picture of the human personality.

Retail price \$10.00
 Member's price \$7.50

- Griefs and Discontents (50900)**
By Gregory Rochlin, M.D.

A profound analysis of the griefs and discontents of life. Develops the thesis that loss and its concomitant process of restitution are forces of dynamic change that shape the pattern of our lives. "An extremely important contribution to the literature."—Irene Josselyn, *M.D.*

Retail price \$9.00
 Member's price \$6.95

- Sensory Inhibition (77840)**
By Georg von Békésy

The famed Nobel laureate summarizes his forty years of research on this important subject. A beautifully lucid exposition and review. "Highly recommended."—Floyd Ratliff, *The Rockefeller Institute*

Retail price \$8.50
 Member's price \$6.75

***Human Brain and Psychological Processes (53920)**
By Alexander R. Luria

The distinguished Russian neurophysiologist reports on thirty years of research into the relationship of brain and behavior. "One can agree and disagree with Luria, yes. Ignore him, never."—Karl H. Pribram, *Stanford University*

Retail price \$14.50
Member's price \$9.75

Feminine Psychology (48390)
By Karen Horney

Dr. Horney's views on the psychology of women, compiled for the first time. Among the topics discussed are frigidity, distrust between the sexes, genital anxieties, maternal conflicts, etc. "Karen Horney at her best."—Martin Grotjahn, M.D.

Retail price \$5.95
Member's price \$5.25

***The Nature of Human Intelligence (63920)**
By J. P. Guilford

A highly original work which creates a comprehensive and systematic theoretical foundation for the concept of intelligence. Outlines and develops a theory of "the structure of intellect," giving considerable attention to the theory and findings of Jean Piaget.

Retail price \$14.75
Member's price \$10.95

The Nature of Perceptual Adaptation (63940)
By Irvin Rock

A thorough, authoritative presentation of the findings in this new and rapidly growing area of perceptual study. "The only existing comprehensive organization of research and theory in this area . . . an excellent job."—Leon Festinger, *Stanford University*

Retail price \$8.50
Member's price \$6.75

Cognition, Personality, and Clinical Psychology (39140)
Edited by R. Jessor and S. Feshbach

A collection of original papers addressed to the implications of recent developments in cognition for research and theory in personality and psychopathology. Ranges from a major revision of the psychoanalytic theory of motivation to the testing of a model of the forces binding people together in functional social relationships.

Retail price \$8.50
Member's price \$6.75

Learning, Language, and Cognition (58080)
By Arthur W. Staats

"Intensely interesting . . . Tries to show clearly, and by reference to a large body of empirical evidence, that language and cognition . . . follow the same laws, and evidence the same rules, as other forms of learning and conditioning. A genuine and important contribution."—H. J. Eysenck, *University of London*

Retail price \$9.50
Member's price \$7.50

Social Class, Race, and Psychological Development (78830)
Edited by M. Deutsch, I. Katz and A. R. Jensen

Focusing on the environmental determinants of behavior, the editors present a balanced, objective exposition of the research dealing with the nature-nurture problem, particularly as it effects the issues of social class and racial differences.

Retail price \$7.00
Member's price \$5.75

***Motivation: Theory and Research (63190)**
By Charles N. Cofer and Mortimer H. Appley

The most comprehensive examination ever attempted of the data, issues, methodologies, and theories in the study of motivation. The authors offer a set of integrating concepts and propose specific motivational mechanisms.

Retail price \$12.95
Member's price \$9.25

The Hypnotic Investigation of Dreams (54370)
By C. Scott Moss

This authoritative volume presents a thorough survey and critical evaluation of the clinical and experimental findings regarding the uses of hypnosis in the study of dreams. Includes reprints of the dozen most important studies on the subject.

Retail price \$8.00
Member's price \$6.25

Pragmatics of Human Communication (69740)
By Paul Watzlawick, Janet Helmick Beavin and Don D. Jackson

Using an eclectic approach drawn from psychoanalysis and information theory, this book provides a systematic basis for categorizing the give-and-take of communication. A superb study by the Palo Alto group.

Retail price \$10.00
Member's price \$7.50

***A Dictionary of the Social Sciences (42230)**
Edited by Julius Gould and William Kolb

A precise and definitive compilation of the terminology of the social sciences. 1000 descriptions and definitions, basic concepts, bibliographical data. 816 oversized pages. "The best one-volume dictionary of the language of the social scientist available today."—Joseph Brant, *New York University*

Retail price \$19.95
Member's price \$14.95

***The Collected Works of Karen Horney (39450)**
Two volumes, boxed

The five major works of the influential figure who has had a lasting impact on psychoanalysis and psychology. These works reflect the full scope of Dr. Horney's provocative restatement of Freudian theory.

Retail price \$23.50
Member's price \$12.95

***The Neuroses (64030)**
By Henry P. Laughlin, M.D.

This exhaustive reference work provides an integrated, comprehensive view of the whole subject of the neuroses. Lucidly discusses the clinical and phenomenological aspects, psychopathology, therapy, and presents extensive descriptive material. "A useful addition to any professional library."—*Psychiatric Bulletin*

Retail price \$25.00
Member's price \$16.50

***Violent Men/Human Aggression (85840)**
A Dual Selection

Hans Toch's brilliant study of violence—including a typology of the violent-prone person and the anatomy of violent situations—plus Anthony Storr's lucid investigation of aggression as an instinct, and the part it plays in development, in the sexual life, in psychopathology, and in social structure.

Retail price \$12.50
Member's price \$8.95

***Modern Systems Research for the Behavioral Scientist (63120)**
Edited by Walter Buckley

This indispensable new sourcebook brings together the seminal papers on general systems theory, demonstrating the relevance of the basic principles and major concepts to the behavioral sciences.

Retail price \$14.75
Member's price \$10.50

***A Handbook of Contemporary Soviet Psychology (52160)**
Edited by M. Cole and I. Maltzman

An authoritative, up-to-date presentation of the main lines of development and the chief advances of psychology in the U.S.S.R., with emphasis on subjects of special interest to Western psychologists. "A stupendous achievement."—William Kessen, *Yale University*

Retail price \$25.00
Member's price \$16.50

***The Handbook of Clinical Psychology (52130)**
Edited by Benjamin B. Wolman

A magnificent, 1,600-page reference covering all aspects of clinical psychology. Rigorously scientific, its 58 chapters—all original contributions—are written by the leading authorities in their fields. Will become the standard source in clinical psychology.

Retail price \$24.50
Member's price \$14.95

***American Handbook of Psychiatry Volume III (32900)**
Edited by Silvano Arieti, M.D.

The third volume of an indispensable series in the theory and practice of modern psychiatry rounds out "the single best reference source for all the mental health professions . . . Encyclopedic information in an updated form . . . a model of concise, lucid, authoritative opinion."—Harold P. Rome, M.D.

Retail price \$20.00
Member's price \$14.95

***Theories of Society (83450)**
A two-volume set

Edited by Parsons, Shils, Naegle, Pitts
The central writings of 88 seminal thinkers on the nature and determinants of human conduct in society. 297 pages of illuminating editorial commentary. Two volumes, boxed; 1551 pages.

Retail price \$25.00
Member's price \$14.95

***Organization and Pathology of Thought (66150)**
Edited by David Rapaport

The 786-page modern classic that brings together 27 major writings on human thought processes. Studies of consciousness, remembering, forgetting, perceiving, hallucinations, creative thinking of all kinds.

Retail price \$15.00
Member's price \$9.95

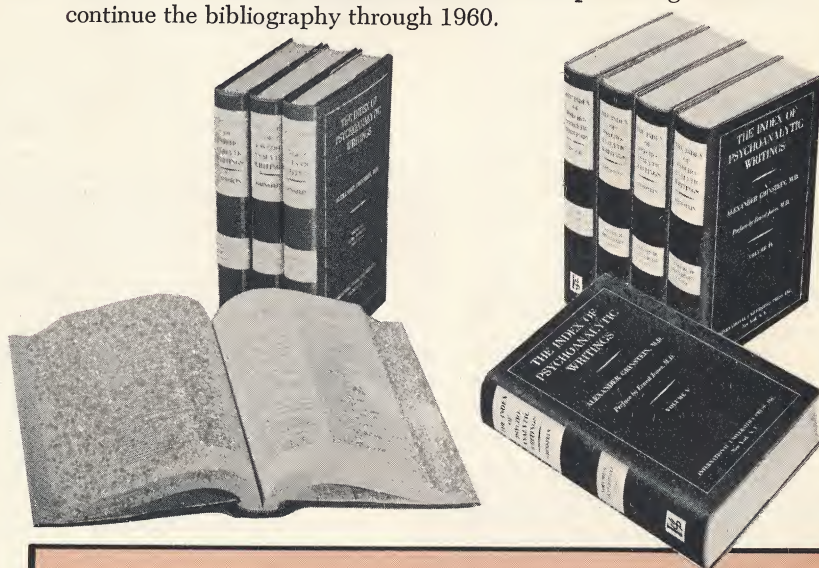
THE INDEX OF PSYCHOANALYTIC WRITINGS

Nine Volumes

Edited by Alexander Grinstein, M.D.

The standard and indispensable research tool in the field, this remarkable set covers *all* of psychoanalytic literature from its inception through 1960. Every psychoanalytic book, article, monograph, and brief communication is included—listed alphabetically by author and, under each author, by title. Researched in 21 languages, the material was drawn from books and periodicals—many now out of print. Precise references not only indicate where books and articles have been reviewed, but also show where to locate reviews and abstracts written by psychoanalysts. Foreign-language entries have been translated into English.

The first five volumes cover the literature up to 1952. Volumes VI through IX supplement the information in the preceding series and continue the bibliography through 1960.



The Index of Psychoanalytic Writings

Volumes VI-IX (55270)

Retail price \$75.00

Member's price \$59.95

Volumes I-IX (55240)

Retail price \$150.00

Member's price \$114.95

Plus two bonus credits toward the four required for your next free Bonus Book.

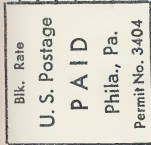
Not available as free books



**The Library
of Computer
& Information Sciences**

Front and Brown Streets
Riverside, New Jersey 08075

Address Correction Requested



IMPORTANT

**DATED
MATERIALS
ENCLOSED**



**A Special
Encore Selection**

THE WAY THINGS WORK



In today's highly technological age, practically everyone at some time asks himself—or is asked by a child—"How does it work?"

How is color television transmitted? *What* makes an electric refrigerator cold? *Why* is dry cleaning called "dry"? *How* does an electronic digital computer operate?

Now, at last, all these questions—hundreds of them—are answered in the newly published **THE WAY THINGS WORK: AN ILLUSTRATED ENCYCLOPEDIA OF TECHNOLOGY**. This fascinating volume clearly tells you and *shows* you (with 1,071 meticulously drawn two-color diagrams of machines, concepts, and functions) *the way things work*.

This unusual book is not a reference work in the ordinary sense. It has been designed, instead, to give the non-specialist a thorough understanding of *how and why things work*, from the simplest mechanical operations of modern life to the most basic scientific principles and complex industrial processes that affect our well-being. The result is unique—a graphic and original introduction to the modern world of science and technology.

Originally published in Germany under the title *Wie funktioniert das?* (*How Does It Work?*), that question remains the key to the purpose of the book. Here you will find the answer to the question posed by the inquisitive child who wants to know how a vacuum cleaner or a refrigerator works, or by you, puzzled by the complexities of lasers or the "secrets" of Polaroid color photography.

These questions are all answered comprehensively in **THE WAY THINGS WORK** with a page of detailed, descriptive text facing the clearly labeled colored diagram or drawing to which it refers. Certain common principles or concepts have prompted the grouping in successive pages of related devices or processes in which these same principles are applied. Thus, an entry on the physics of light introduces a group of entries in sequence from lenses and telescopes to cameras and color television. A full index, cross-referenced as to devices, processes, and functions, makes the finding of a topic easy.

This concise encyclopedia of technology contains *illustrated* examples of such complex *industrial processes* of the modern world as:

- oil refining, steel processing, the manufacture of nylon, vulcanization, spinning, four-color printing (with detailed examples in full color); such basic *chemical and mechanical principles* as:

- temperature measurement, distillation, nuclear energy, electrodynamics, the behavior of light; and such diversified *arts* as:

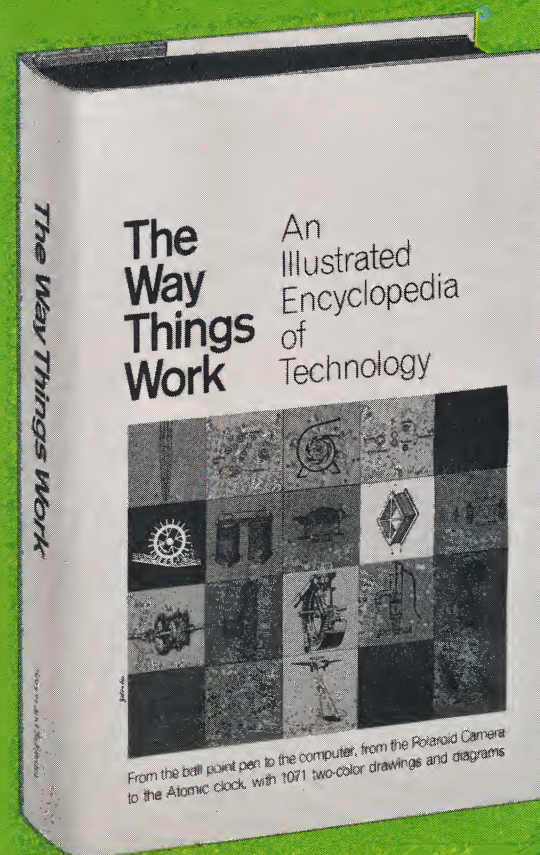
A Special Encore Selection

The Way Things Work: **An Illustrated Encyclopedia of Technology**

Publisher's Price \$8.95

Member's Price \$6.95

*Plus one bonus credit toward the four
required for your next free Bonus Book*



[illegible]

The nuclear reactor serves to convert the energy of the electric charge carriers (electrons) into heat. The nuclear energy is produced by the fission of atomic nuclei. The neutrons have a very important role in this process. They are emitted by the fission of atomic nuclei and are absorbed by the nuclei of other atoms. The neutrons have a very important role in this process. They are emitted by the fission of atomic nuclei and are absorbed by the nuclei of other atoms. The neutrons have a very important role in this process. They are emitted by the fission of atomic nuclei and are absorbed by the nuclei of other atoms.

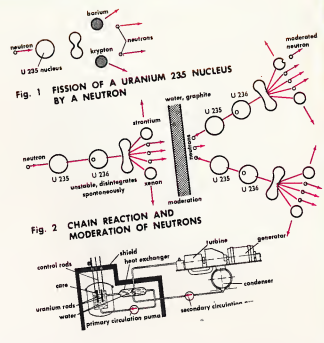
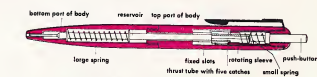
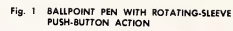
[illegible][illegible]

Fig. 2 OPERATING PRINCIPLE

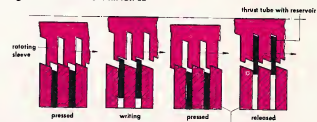


Fig. 3 BALLPOINT PEN WITH

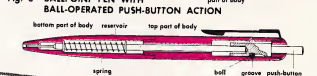
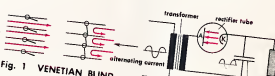
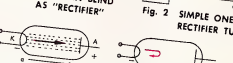
[illegible][illegible]

Fig. 1 VENETIAN BLIND



9.3 DIAGRAM OF RECHARGE

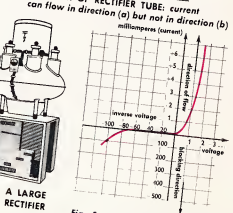
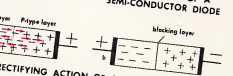


Fig. 3 CHARACTERISTIC OF A SEMI-CONDUCTOR



RECTIFYING ACTION OF:

Distillation • Centrifuge • Fire Extinguishers • Temperature Measuring Instruments • Dry Ice • Thermostat • Presses • Pumps • Compressors (Piston Compressors) • Petroleum • Petroleum Distillation • Natural Gas • Town Gas • Natural Petrol • Synthetic Petrol • Steam Boilers • Steam Engine • Steam Turbines • Gas Turbines • Water Turbines (Pelton) • Water Turbines (Francis, Kaplan) • Fuel Cell • Nuclear Reactor • Electrostatics • Electrodynamics • Electric Generator (Dynamo) • Battery, Accumulator (Direct Current) • Alternating Current, Three-phase Current, Electromagnetic Waves • Alternating Current, Three-phase Current, Electromagnetic Waves: Transmitters, Receivers • Thermionic Tube • Ultra-high Frequency Vibrations, Maser, Laser • Rectifier • Semiconductors • Radio Receiver • Loudspeaker • Overhead Transmission Lines • Earthing (Grounding) • Transformer • Relay • Switch • Short-circuit (Fuse) • Electric Arc, Arc Lamp • Photo-electric Cells • Fluorescent Lamp • X-rays • Cyclotrons and Similar Devices • Telecommunication • Telephones and Telephone Exchanges • Telegraphy, Teletypewriter • Radar • Photomultiplier • Magic Eye • Black-and-white Television • Television Camera Tubes • Television Picture Tube • Image Converter Tube • Eidophor System • Stroboscopic Effects • Reflection, Refraction and Diffraction of Light • Lenses • Mirrors • Spectacles (Eyeglasses) • Magnifying Glass and Microscope • Electron Microscope • Telescopes • Telescopes: Prismatic Binoculars • Cameras: General Introduction • Photographic Lenses • Focal Distance and Size of Image • Interchangeable Lenses • Diaphragm Shutters • Focal Plane Shutters • Speed of a Camera Lens • Colour Printing • Colour Television • Colour Photography • Polaroid-Land Colorfilm • Automatic Exposure Control • Depth of Field (Depth of Focus) • Exposure Meter • Flash Bulbs and Flash Guns • Electronic Flash • Range Finder • Cine Camera (Motion Picture Camera) • Cine Projector • Wide Screen Motion Pictures: CinemaScope, Todd-AO and Cinerama • Projectors: Episcopes and Diascopes • Electrophotography • Black-and-white Film • Noise, Sound Intensity • Resonance, Echo • Doppler Effect • Ultrasonics • Organ Pipes • Scales and Weighing Machines • Clocks and Watches • Quartz Clock • Atomic Clock • Barometer • Electricity

(continued on back page)

(continued from inside page)

Meters (Energy Meters) • Gas Meters • Water Meters • Thermal Insulation • Block and Tackle • Pneumatic Hammer • Cranes • Lightning Conductor • Lift (Elevator) • Hot-water Heating (Gravity Systems) • Hot-water Heating (Pumped Circulation Systems) • Steam Heating • Gas Heating • Heat Pump • Valves, Cocks and Taps • Door Locks • Cylinder Lock • Electric Bell • Door-closer • Water Closet (Toilet) • Air Conditioning • Fans, Blowers and Centrifugal Compressors • Room Heating Stove • Gas-fired Water Heater (Geyser) • Thermal Electric Domestic Appliances (Hot plate, Immersion Heater, Toaster) • Refrigerators • Vacuum Cleaner • Sewing Machine • Incandescent Lamp • Flat-iron • Match • Mechanical and Electric Typewriters • Typing-head System Typewriters—IBM 72 • Cash Register • Calculating Machine • Hollerith Punched-card System • Data Processing: Principles: Program-controlled Electronic Computer, Program for a Computer, Translation Program • Automatic Letter Sorting • Fountain Pen • Ballpoint Pen • Record Player • Gramophone Record • Tape Recorder • Coin Testers • Automatic Vending Machines • Juke Box • Blast Furnace • Steel • Rolling Mill: Manufacture of Pipes • Wire Manufacture • Glass • Plexiglas • Porcelain • Enamel • Rubber • Synthetic Rubber (Buna) • Vulcanisation • Timber • Paper • Plastics • Celluloid • Briquetting • Cellulose • Cellulosic Man-made Fibres • Synthetic Fibres (Synthetic Polymers) • Spinning • Fabric Structure • Preparing Warp and Weft for Weaving • Weaving • Hosiery and Knitting • Hosiery and Knitting Machinery • Finishing and Dyeing • Zip Fastener (Zipper) • Detergents • Washing • Washing Machines • Dry

Cleaning • Starching and Finishing • Typesetting: Hand Composition, Mechanical Composition, Composing Machines • Letterpress Printing • Intaglio Printing (Photogravure, Rotogravure) • Planographic Printing Processes: Lithography and Offset, Collotype • Silk Screen Printing • Copyink and Duplicating (Xerographic Method) • Machine Bookbinding • Farm Tractor and Attachments • Combine Harvester and Thresher • Beet-harvesting Machine • Pick-up Baler • X-ray Apparatus and Radiology • Anaesthetic Apparatus • Electrocardiograph • Iron Lung • Heart—Lung Machine • Gunpowder • Explosives • Detonators • Automatic Rifle • Radioactivity • Gyroscopes and Spinning Tops • Bicycle: Back-peddalling Brake and Freewheel, Variable Gear Hub • Motorcycle • Internal Combustion Engine: Four-stroke Petrol Engine, Two-stroke Petrol Engine • Diesel Engine • Rotary Piston Engine (Wankel Engine) • Injection Pump • Starters • Carburettor • Ignition Distributor • Sparking Plug • Clutch • Automatic Clutch • Gearbox (Transmission) • Synchromesh Gearbox • Automatic Transmission • Differential Gear • Springing, Axles, Wheel Suspension • Shock Absorbers • Steering • Brakes • Headlights • Electric Horn • Flashing Direction Indicator • Speedometer • Steam Locomotive • Electric Locomotive • Diesel Locomotive • Pneumatic Brake • Railway Safety Devices • Railway Switches or Points • Railway Signal Box: Mechanical System, Electric System • Escalator • Why Does a Ship Float? • Sailing • Ship's Propeller • Navigation • Compass • Why an Aircraft Flies • Supersonic Speed • Glider • Helicopter • Jet Engines • Parachute • Air Navigation • Hovercraft • Rockets • INDEX

THE WAY THINGS WORK: AN ILLUSTRATED ENCYCLOPEDIA OF TECHNOLOGY, A Special Encore Selection, may be ordered in addition to or instead of the Main Selection.

Contents

Preface ROBERT A. ALDRICH, M.D.

Interdisciplinary Approach to the Study of the Exceptional Infant:
A Large Scale Research Project MARTIN A. MENDELSON

Neonatal and Infant Reflexology LAWRENCE T. TAFT, M.D. and
HERBERT J. COHEN, M.D.

Developmental Evaluation of Very Young Infants
JOSEPH H. DILEO, M.D.

Temperament in the Normal Infant STELLA CHESSE, M.D.

A Viewpoint on Early Affective Development GERALD STECHLER and
GENEVIEVE CARPENTER

Some Hypotheses Regarding the Significance of Individual Differences
at Birth for Later Development ANNELIESE F. KORNER

Predictive Value of Infant Behavior Examinations LOUISE B. AMES

Research Trends in Infant Learning EUGENE S. GOLLIN

Experience in Early Human Development

part 1 Observations on the Development of Visually-Directed Reaching
BURTON L. WHITE, RICHARD HELD and PETER CASTLE

part 2 Plasticity of Sensorimotor Development in the Human Infant
BURTON L. WHITE and RICHARD HELD

Ordinality in the Development of Schemas for Relating to Objects
INA C. UZGIRIS

The Growth of the "Face" Schema: Theoretical Significance and
Methodological Issues JEROME KAGAN

The Predictive Value of Changes in Visual Preferences in Early Infancy
ROBERT L. FANTZ and SONIA NEVIS

The Deviant Infant: Perceptual Misinformation
PETER B. NEUBAUER, M.D.

The Development of Focused Relationships During Infancy
LEON J. YARROW

Some Determinants of Relevance of Stimuli in an Infant's Development
SALLY PROVENCE, M.D.

Social Class Level and Stimulation Potential of the Home
BETTYE M. CALDWELL and JULIUS B. RICHMOND, M.D.

The Process of Primary Socialization in Canine and Human Infants
J. P. SCOTT

Implications of Primate Research for Understanding Infant
Development GORDON D. JENSEN, M.D. and RUTH A. BOBBITT

The Infant Curriculum—A Concept for Tomorrow RAY H. BARSCH

EXCEPTIONAL INFANT Volume 1: THE NORMAL INFANT, Alternate
Selection, may be ordered in addition to or instead of the Main Selection.

210-7

EXCEPTIONAL INFANT

Volume 1

The Normal Infant



"The interdisciplinary nature of research in learning, and its relevance to the mature human being who holds the future of mankind in his hands, make this a stimulating book."

—ROBERT A. ALDRICH, M.D., University of Washington

*a review by Joyce R. Graham
Consulting Psychologist
The Children's Aid Society of Ottawa*

This selection of recent theories and experiments was initiated in October 1962 by the late President John F. Kennedy, in creating the National Institute of Child Health and Human Development, at which time he stated: "The importance of infancy lies in the fact that it is the cornerstone upon which the structure of an adult is formed. The notion that raising responsible *adults* is our goal appeals to me because it seems to present a concept more easily grasped by students who seek a unifying idea of the meaning of growth and development."

With this inspired "send-off," this first volume of **EXCEPTIONAL INFANT** deals with **THE NORMAL INFANT** from a multidiscipline viewpoint. Several essays or reports are contributed by professors of pediatrics to give an excellent picture of the neonate's various reflexes; a precise schedule of present knowledge on when certain reflex actions are normally present and at what age they disappear. For example, the Moro reflex is present at birth and disappears between four to six months in a normal neonate. Its absence or reappearance are neurologically significant to an infant's overall development.

I particularly enjoyed the excellent articles on the developmental evaluation of infants—an up-to-date review of the value, predictive and otherwise, of infant testing. Summing up thirty years of heated debate, the article by Louise Ames concludes that with certain qualifying factors in mind "infant and preschool examinations are highly predictable."

The importance of very early (first six weeks) visual and affective stimulation is documented in **THE NORMAL INFANT** by the experiments of several researchers in recent years; the why's and wherefore's of how an infant learns are of primary importance to mothers, nurses and social workers in the day-to-day handling of children in care. The diet and physical well-being of every infant has been well explored by medicine, but how little has been known of an infant's perceptual diet—his need, even at the age of seven days, for learning through all his emerging and rapidly growing senses.

The final chapter, by Dr. Ray Barsch, is entitled *The Infant Curriculum—A Concept for Tomorrow* and gives considerable food for thought. He emphasizes the importance of the first year of growth as the "Space Laboratory of the infant" and suggests that parents should be given instruction in the best methods of stimulating the six senses.

THE NORMAL INFANT is an invaluable reference volume for all the disciplines—medical, psychological and social—and it describes a baseline of our current knowledge of normal infant development with inspiring glimpses into the future of this growing field.

—reprinted from *The Social Worker*, Vol. 37, No. 2

Alternate Selection:

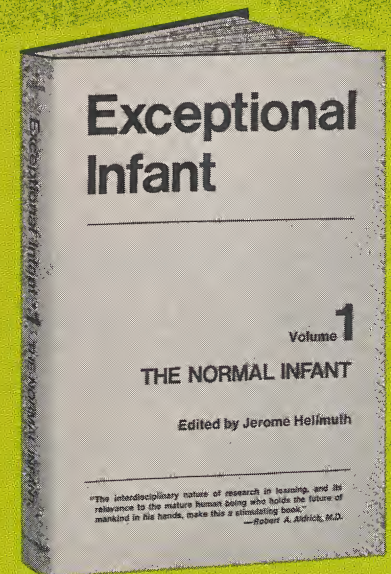
Exceptional Infant Volume 1 The Normal Infant

Edited by Jerome Hellmuth

Retail Price \$12.50

**Member's Price
\$8.50**

Plus one bonus credit toward
the four required for your
next free Bonus Book



"...remarkably lucid expositions, skillfully selective, and focusing central topics with just enough detail of experimental findings and demonstration to carry conviction without causing confusion."

—D. W. HARDING, Professor Emeritus of Psychology,
University of London, in *The New York Review of Books*

CONTENTS

WOLFGANG KÖHLER 1887-1967

by Carroll C. Pratt

- I. Early Developments
in Gestalt Psychology
- II. Gestalt Psychology
and Natural Science
- III. Recent Developments
in Gestalt Psychology
- IV. What Is Thinking?

Alternate Selection:

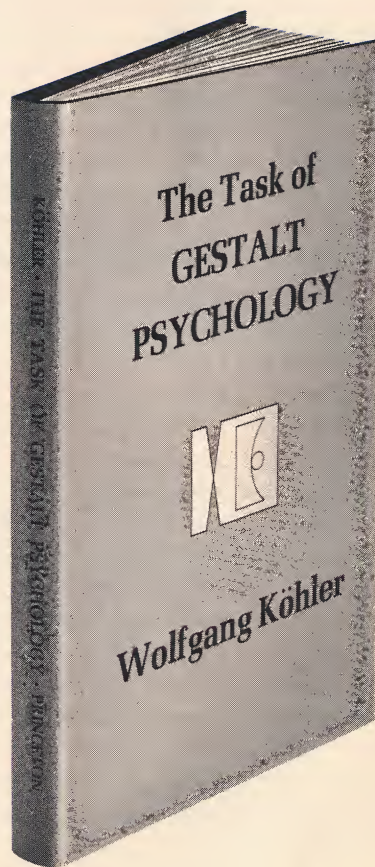
The Task of Gestalt Psychology

by Wolfgang Köhler

Retail Price \$6.50

Member's Price \$5.50

Plus one bonus credit toward the four
required for your next free Bonus Book



Wolfgang Köhler on The Task of Gestalt Psychology

THE TASK OF GESTALT PSYCHOLOGY, Alternate Selection, may be ordered in
addition to or instead of the Main Selection.

A small gem—this collection, the final lectures of one of the truly great figures of twentieth-century psychology, is a luminous summary of the ideas which assure Wolfgang Köhler a significant place in the history of psychological studies. Originally presented in 1966 at Princeton University, shortly before Köhler's death, and now published posthumously, this book is more than a tribute to an original thinker's continuing search for understanding and truth. It is a persuasive overview, by one of the founders of Gestalt psychology, of the growth and modifications of the Gestalt concepts that have provided the psychological sciences with recurrent new directions for investigation and speculation.

Gestalt psychology has come to be recognized as an important contributor to the mainstream of current psychological thought. The acknowledgment was far from immediate. In the first section of *THE TASK OF GESTALT PSYCHOLOGY* Köhler traces the initial formulations and early developments of Gestalt theory and the reasons for the strong controversy it aroused. The cliché—the whole is more than the sum of its parts—that became affixed to the young Gestalt school, and caused so much criticism, was never projected by Köhler and his colleagues, Wertheimer and Koffka. They made an important distinction, and one that this section, along with the enlightening introductory comments of Carroll C. Pratt, should help to clarify—the whole is different from the sum of its parts.

The second section traces the sequence of development, within Gestalt theory, from psychological observation to an investigation of the relevance of physics and biology—an approach that has been revitalized in our own time. Köhler then moves, in the third section, to an exploration of perception and related brain processes, with particular emphasis on memory.

And, finally, Köhler's rigorous training, wide scholarship, and lively intelligence turn to the most difficult and pervasive question in the behavioral sciences: What is thinking?

Köhler's thought never became a closed system. Because he remained alert to new issues, his insights and wisdom have never become outdated, but continuously offer fresh stimulation. The clarity with which he sets forth his concepts, the grace with which he illuminates them, and the delightful crisp prose with which he communicates them serve to make this book an inviting introduction to the theories of Gestalt psychology. Even those psychologists and other behavioral scientists who know Köhler's work well will find in *THE TASK OF GESTALT THEORY* new challenges and the opportunity for further appreciation of his ideas.

From the introduction
by CARROLL C. PRATT
Princeton University

The first sentence in the preface to Köhler's *The Place of Value in a World of Facts* proclaims boldly that the purpose of the book is philosophical. It ranges widely over areas which at the time most American psychologists would have feared to tread, perhaps because during their student days they had become infected by Titchener's pontifical proclamations that science has nothing to do with values or by the behaviorists' thumping insistence on facts, facts, facts, nothing but facts. Some twenty years earlier Köhler had published *Die physischen Gestalten in Ruhe und im stationären Zustand* (1920), a brilliant work full of new facts which he and the other members of the triumvirate, Wertheimer and Koffka, and their students were bringing to light, all set in relation to a rigid framework of physical field theory. *Gestaltpsychologie* was already on the way to becoming *Gestalttheorie*, for Köhler insisted throughout his life that the phenomenal world is for science the only world open to inspection and that the initial data of this world are Gestalten no matter from what angle or branch they may be reported.

It must have been a source of satisfaction in his later years for Köhler to note how pervasive this view had become, not only in science, but also in practical affairs . . .

Köhler's influence in the more general areas of psychology is difficult, if not impossible, to assess at the present time. In a lecture in Europe in 1949 Langfeld said that the main observations, questions, and principles of Gestalt psychology had become part of the mental equipment of every American psychologist, and as early as 1929 Boring wrote that there is little work of broad scope that has not been affected by Gestalt psychology and almost no problem in experimental psychology that had not been brought within the range of that point of view. Köhler himself was not so sanguine. In his address as President of the American Psychological Association in 1959 he pointed to a number of current trends that were struggling along without the benefit of Gestalt psychology, but he ended on an optimistic note. It was time to get rid of schools of psychology, and he felt that the outlook for collaboration among men of differing convictions was steadily improving—a point of view that he himself had done a good deal to promote when he first came to this country.

THE LIVES OF CHILDREN is one of those rare books that arrives unheralded and is immediately recognized as a masterpiece. Here is a sampling of the acclaim:

"THE LIVES OF CHILDREN is by far the most perceptive, moving, and important book on education I have ever read, or indeed, ever expect to. For while I hope that in years to come we may know much about human growth and development that we do not now know, I doubt that any one book will advance our understanding as much as this one... Virtually every page of it contains more truth than can be found in most writings on educational psychology... Perhaps if enough of us, many millions of us, read this book, take it to heart, and try in every way to put its not too difficult lessons into practice, we may yet save ourselves."

—JOHN HOLT, in *The New York Review of Books*

"There is no book I know of that shows so well what a free and humane education can be like, nor is there a more eloquent description of its philosophy."

—HERBERT KOHL, in *The New York Times Book Review*

"Dennison has demonstrated a remarkable sensitivity to the problems of children and genuine artistry in responding to them."

—JOHN H. FISCHER, President,
Teachers College, Columbia University

"It is in all likelihood the most important single movement in American education at the present moment, and anyone who is genuinely interested in understanding the movement will do well to get himself a copy of *THE LIVES OF CHILDREN*."

—JONATHAN KOZOL, in *Life*

"A warm and honest account of teachers in touch with themselves creating an environment where children can get in touch with themselves."

—PETER H. WAGSCHAL, in *Saturday Review*

"Patient, reasoned, tender, and beautifully written... A profoundly revolutionary critique of the American technocracy... It is a work of art."

—CHRISTOPHER LEHMANN-HAUPT, in *The New York Times*



The Lives of Children

Once or twice in a decade a book appears which tells its truths and records real events with a directness, an immediacy, that has the elemental force of great literature. **THE LIVES OF CHILDREN**, by George Dennison, is such a book. Not only does it illuminate its subject—the education of young people in a free, experimental school—it is, in the most deeply religious sense, a book that gives testimony to the regenerative powers of the individual in an environment of growth.

This is the story of the First Street School on New York's Lower East Side. It had four teachers, no principal and no administrators, inadequate space and limited equipment. But it also had 23 children: all poor, almost all chronic truants, "confirmed" nonlearners with severe behavior problems—the human discards of the conventional school system.

George Dennison avoids the moral simplicities of a catch-all method and easy truths. Instead, he brings us in touch with the lives of these children in a way that inevitably draws us into their world: a tough, lively, touchingly funny, and sometimes brutal world where failure is the conditioned response and animal courage or fearful withdrawal the badge of identity. More—we are drawn into the concrete experiences, the persuasive unfolding of events:

"José could not believe, for instance, that anything contained in books, or mentioned in classrooms, belonged by rights to himself ... There had been no indication that he could share in them, but rather that he would be measured against them and be found wanting...When after ten minutes of a reading lesson, José said to me that he wanted to go to the gym, and I said, "Okay," a little revolution began in his soul. His teacher respected his wishes! And when he cursed, bullied, fought with classmates, and the teachers responded only with their own emotions, not ever with formal punishment, demerits, detention, etc., did it mean that they were encountering him precisely as he was, and that in order to face them he did not first have to suppress everything but his good behavior? He could stand on his own two feet; they could stand on theirs. His anxiety diminished, and his resentment—and his confusion."

We witness here not simply new opportunities for learning, but for radical changes in character, the forging of different kinds of relationships, and a new mastery of the self.

This book throws its light far beyond the dingy streets that confined the school and its children. **THE LIVES OF CHILDREN** is, essentially, an illumination of the relation of freedom to growth and learning and, above all, to furthering the rich potential and the formative powers possessed by all individuals.

As George Dennison puts it:

"The really crucial things at First Street were these: that we eliminated—to the best of our ability—the obstacles which impede the natural growth of the mind; that we based everything on reality of encounter between teacher and child, and that we did what we could (not enough, by far) to restore something of the continuum of experience within which every child must achieve his growth. It is not remarkable that under these circumstances the children came to life..."

"When the conventional routines of a school are abolished—discipline, schedules, punishment and rewards, standardization—what arises is neither a vacuum nor chaos, but rather a new kind of order."

Alternate Selection:

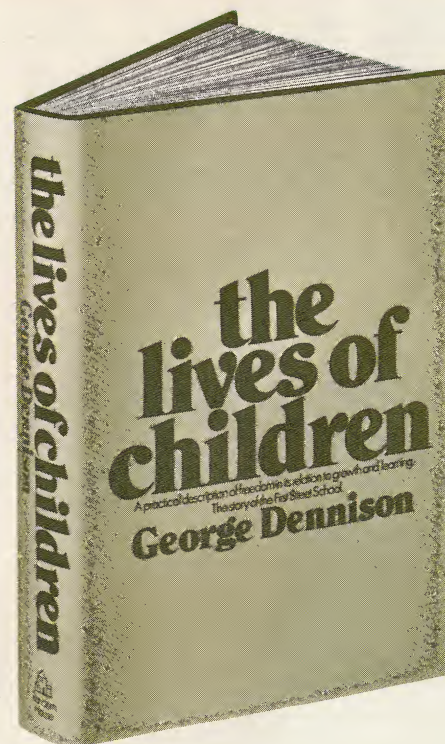
The Lives of Children

by George Dennison

Retail Price \$6.95

Member's Price \$5.75

Plus one bonus credit toward the four required for your next free Bonus Book



THE LIVES OF CHILDREN, Alternate Selection, may be ordered in addition to or instead of the Main Selection.